



***MO Lottery***

# **2012**

## **Fact Book**

## The Missouri Lottery Fact Book

The fact book is an annual publication designed to be a reference book for Lottery players, retailers, employees, along with the media and the general public. It can be found on the Missouri Lottery's website, Molottery.com, under "Newsroom." It is updated with final fiscal year amounts at the end of each calendar year.

We hope you find this fact book helpful and easy to use. If you have any comments or suggestions about it, please feel free to call the publication's editor, Holly Koofer-Thompson, at (573) 526-7467.

<b>Missouri Lottery headquarters</b>	(573) 751-4050
<b>Missouri Lottery website</b>	Molottery.com
<b>Help for problem gamblers</b>	1-888-BETSOFF (1-888-238-7633)
<b>Website for responsible gaming</b>	888betsoff.org
<b>FY11 sales</b>	\$1,001,323,458
<b>FY11 proceeds to education</b>	\$259,424,366
<b>Total proceeds to the state, including public education, through June 2011</b>	\$4,016,435,493
<b>Breakdown of the Lottery dollar</b>	62.9 cents - prizes to players 26.4 cents - proceeds to public education 6.2 cents - retailer commissions, bonuses and incentives 4.5 cents - administrative costs



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***MO Lottery***

***Overview***

## What is a lottery?

A lottery consists of three elements: prize, chance and consideration.

## Lotteries are not new to American history...

The first lottery with cash prizes dates back to 1490, two years before Columbus set sail. Lotteries were authorized to raise money for the colonial army. In addition, a lottery helped put a roof on the United States Capitol. Lotteries also helped build educational institutions like Harvard, Yale and Princeton universities.

It wasn't until 1964 that the modern lottery era began in New Hampshire, and since that time, lotteries have brought more than \$300 billion in revenues for a variety of state programs. Forty-three states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands currently have a lottery. For a complete historical timeline of lotteries, visit [www.naspl.org](http://www.naspl.org).

On Nov. 6, 1984, Missouri voters overwhelmingly approved the Missouri Lottery by passing Amendment 5, which repealed a section of the state's constitution prohibiting a lottery. The measure passed with 70 percent of the vote, making the Missouri Lottery the 23rd lottery in the United States.

## Missouri's Lottery

Missouri Lottery ticket sales began 26 years ago in January 1986, and since that time, the Lottery has provided the state, including education, with more than \$4 billion in proceeds. In addition, 334 players have won life-changing jackpots between \$1 million and \$258.5 million, totaling more than \$2.3 billion. Missouri Lottery retailers have earned more than \$861 million in commissions, incentives and bonuses.

A five-member commission, appointed by the governor and approved by the Senate, governs the Lottery. The executive director oversees the daily operations of the government agency.

The Missouri Lottery is based in Jefferson City with three regional offices located in: Kansas City, St. Louis and Springfield. The Lottery is broken down into three divisions: Executive Director's Office, Division of Risk Management and Division of Sales, Marketing and Communications.

## The Missouri Lottery's Vision:

"The Missouri Lottery will utilize best practices to be recognized as a leader in the lottery industry."

## The Missouri Lottery's Mission:

"The Missouri Lottery generates funds to provide educational opportunities for Missouri students, support Missouri businesses and entertain millions."

# Introduction

## **The Missouri Lottery's Core Values:**

The Missouri Lottery embraces integrity, accountability and dependability as core values in our day-to-day operations. The guiding principals of honesty, reliability and professionalism in our daily actions and interactions with our internal and external customers are essential to the continued success of the Lottery and demanded by the public we serve.

### Goals:

1. Create, market and distribute fun and entertaining products.
2. Provide extraordinary customer service and relationship building, both internally and externally.
3. Cultivate an atmosphere of trust, high integrity and public accountability.
4. Support an organizational culture where employee innovation and productivity are encouraged and recognized.

## **The Missouri Lottery's Customer Service Strategy:**

“We will provide extraordinary customer service that allows players to fulfill dreams; retailers to be profitable and employees to achieve personal growth and satisfaction. We will fulfill this strategy with exceptionally courteous and professional employees who are committed to understanding the customers’ perspective and empowered to provide players, retailers and each other with positive, memorable customer experiences.”



# Missouri Lottery's Historical Timeline

<b>1984</b>	<b>Nov. 6</b>	Missouri voters approve Amendment 5, which gave the Legislature the authority to establish a state lottery. Seventy percent of voters approved the measure.
<b>1985</b>	<b>June 11</b>	Senate Bill 44, which created the Missouri Lottery, is passed.
<b>1986</b>	<b>Jan. 20</b>	The first Missouri Lottery sales begin with the instant game "Jackpot '86."
	<b>Feb. 13</b>	Johnnie Magerl of Kansas City, Kan., becomes the Lottery's first millionaire. The retired butcher won \$2.1 million in the Lottery's "Jackpot!" wheel spin.
	<b>Oct. 1</b>	Sales for Missouri's Lotto game begin with a minimum jackpot of \$1 million.
<b>1987</b>	<b>Feb. 26</b>	Pick 3 sales begin.
	<b>Sept. 25</b>	Missouri joins the Multi-State Lottery Association (MUSL).
<b>1988</b>	<b>Jan. 5</b>	Missouri Supreme Court approves Lotto America (a MUSL game) sales.
	<b>Feb. 3</b>	Lotto America (now Powerball) sales begin.
	<b>Aug. 2</b>	Voters approve Amendment 3 with 58 percent of the vote. The amendment lifts several restrictions, including those on advertising and the maximum prize payout.
<b>1990</b>	<b>May 10</b>	Pull-Tab sales begin.
<b>1992</b>	<b>Jan. 20</b>	SuperCash (now Show Me Cash) sales begin.
	<b>April 19</b>	Powerball® sales begin (replacing Lotto America).
	<b>Aug. 4</b>	Seventy-eight percent of Missouri voters approve Amendment 11 to earmark Lottery proceeds for public education.
<b>1993</b>	<b>July 1</b>	Amendment 11 becomes effective.
	<b>Oct. 30</b>	The first \$2 Scratchers game - "Bingo" - sales begin.
<b>1994</b>	<b>June 21</b>	The Lottery implements cross-redemption of tickets, allowing prizes up to \$600 to be cashed at any Missouri Lottery retailer.
	<b>Nov. 6</b>	SHOW ME 5 sales begin (replacing SuperCash).
<b>1995</b>	<b>March 12</b>	Lotto changes include a matrix change to 6/44 and adding the Cash Value option.
	<b>June 10</b>	Dan and Elizabeth Greenwood of St. Louis win \$4.4 million playing Lotto, making them the Lottery's 100th Lottery-made millionaires.
<b>1996</b>	<b>Jan. 20</b>	The Missouri Lottery celebrates its 10th anniversary with the premiere of its "Fun & Fortune" television game show.
<b>1997</b>	<b>March 17</b>	Lottery proceeds to the state, since the Lottery began, top \$1 billion, and Missouri Lottery sales top \$3 billion.
	<b>Sept. 16</b>	The first \$3 Scratchers game - "Set For Life" - sales begin.
	<b>Nov. 2</b>	Powerball changes include the addition of the cash option, a minimum jackpot of \$10 million, annual payouts of 25 years, and a matrix change from 5/45 and 1/45 to 5/49 and 1/42.

# Missouri Lottery's Historical Timeline

	<b>Dec. 1</b>	The Missouri Lottery's website is launched ( <a href="http://www.molottery.com">www.molottery.com</a> ).
	<b>Dec. 17</b>	The Missouri Alliance to Curb Problem Gambling is formed.
<b>1998</b>	<b>Feb. 16</b>	A free ticket is added as the prize for matching three numbers in Lotto, and the annual payout increases from 20 to 25 years.
	<b>Nov. 2</b>	Pick 4 sales begin.
<b>1999</b>	<b>Feb. 20</b>	The first and only time a Missouri jackpot ticket expired - a Lotto ticket worth \$1.7 million sold in Springfield.
	<b>Aug. 11</b>	The Lottery participates in the first Missouri Responsible Gaming Education week.
	<b>Nov. 11</b>	The first \$5 Scratchers game - "Season's Greetings" - sales begin.
	<b>Dec. 1</b>	The Daily Game Sampler combination play is introduced.
<b>2000</b>	<b>March 17</b>	The responsible gaming website, 888BETSOFF.org, is launched.
	<b>March 31</b>	\$100K Triple Play, the Lottery's first limited-time Draw Game, starts.
	<b>April 3</b>	The winning numbers player email service starts.
	<b>June 30</b>	\$100K Triple Play ends.
	<b>Aug. 7</b>	The Lottery holds its first Web-based player promotion, the "Luckytown World Traveler" Web promotion.
	<b>Sept. 30</b>	Three Lotto tickets - the most ever - match to win the \$6.8 million jackpot.
	<b>Oct. 8</b>	Pick 3 and Pick 4 payouts increase to 60 percent of sales.
	<b>Oct. 19</b>	Lottery proceeds to public education exceed \$1 billion.
	<b>Nov. 6</b>	SHOW ME 5 changes to SHOW ME 5 Paydown. The top prize increases from \$25,000 tax paid to \$50,000 tax paid; lower-level prizes increase when the top prize is not won.
<b>2001</b>	<b>March 4</b>	The Power Play® promotional feature is added to Powerball.
	<b>April 9</b>	"Jumbo Bucks," the first Pull-Tab game with a \$1,000 top prize, goes on sale.
	<b>May 19</b>	The Lottery starts publishing the chances, including free tickets and break-even prizes, on the back of Scratchers beginning with game 358, "Firecracker Cash."
<b>2002</b>	<b>Jan. 24</b>	The Missouri Lottery Commission approves Club Keno.
	<b>May 28</b>	Club Keno sales begin.
	<b>July 1</b>	The redemption time for Missouri Lottery prizes changes from one year to 180 days.
	<b>July 9</b>	The last "Fun & Fortune" game show is taped.
	<b>July 26</b>	The first "Fun & Fortune Wheel Spin" is held in Jefferson City.
	<b>Aug. 24</b>	The first \$10 Scratchers game, "\$300,000 Cash," goes on sale.
	<b>Oct. 6</b>	Powerball changes include: new matrix (now 5 of 53); dropping the Power Play number "1;" adding the new Match 5 Bonus Prize; and changing the annuitized prize from a 25-year to a 29-year (30 payments) payout.

# Missouri Lottery's Historical Timeline

<b>2003</b>	<b>Jan. 16</b>	The Missouri Lottery announces its role in the statewide “Alert Missouri” plan (now called Missouri AMBER Alert).
	<b>June 20</b>	Lottery proceeds top \$2 billion with the monthly transfer to public education.
	<b>July 9</b>	Bill and Claudia Walkenbach of Hermann win half of the \$261.3 million Powerball jackpot. They share the jackpot with a ticket holder in Pennsylvania.
	<b>Aug. 1</b>	The final “Fun & Fortune Wheel Spin” is held in Jefferson City.
	<b>Aug. 17</b>	The Bulls-Eye play feature is added to Club Keno.
	<b>Sept. 22</b>	The Lottery launches the <i>My Lottery</i> online membership player registration program.
	<b>Oct. 12</b>	The Xtra play feature is added to the daily Draw Games.
<b>2004</b>	<b>July 19</b>	Computerized drawings begin for Pick 3, Pick 4, SHOW ME 5 Paydown and Lotto.
	<b>July 25</b>	The Xtra play feature ends.
	<b>July 26</b>	Midday drawings for Pick 3, Pick 4 and SHOW ME 5 Paydown begin.
	<b>Oct. 14</b>	The Lottery introduces the first \$2 Pull-Tab game, “Triple Win.”
<b>2005</b>	<b>Jan. 3</b>	The Marsh Martians of Owensville were named the Lottery’s first Lottery Captain’s Team of the Month.
	<b>Jan. 11</b>	The Lottery begins delivering winning numbers via text messaging.
	<b>Jan. 29</b>	The first \$5 bingo game - “\$100,000 Bingo” - starts.
	<b>Feb. 1</b>	The Lottery introduces the “Pick 3 Bonus Bucks Raffle,” the first raffle-style promotion.
	<b>March 9</b>	Gary DeHaven of Republic wins \$1.4 million playing Lotto, making him the 200th Lottery-made millionaire.
	<b>July 27</b>	Triple digits are drawn in both Pick 3 drawings.
	<b>Aug. 28</b>	Powerball makes its fourth design change, which includes adding two more white balls for a total of 55, a new minimum jackpot of \$15 million, a guaranteed growth of \$5 million per draw, the second- and third-level prizes doubled and a graduated annuitized jackpot payout.
	<b>Sept. 10</b>	The \$10 Scratchers game named “\$100 Million Cash Spectacular” starts, offering more than \$102.5 million in prizes and the highest payout ever in a Scratchers game, to date – 75.14 percent.
	<b>Sept. 16</b>	Proceeds to the state, including education, top \$2.5 billion with the Lottery’s monthly transfer.
<b>2006</b>	<b>Jan. 20</b>	The Lottery celebrates its 20th anniversary.
	<b>Jan. 23</b>	The Lottery offers the “20 <sup>th</sup> Anniversary Dream Draw Raffle” with a top prize of \$200,000.
	<b>April 12</b>	A group of 13 state employees with the Department of Social Services in Florissant win a Powerball jackpot of \$224.2 million.
	<b>April 29</b>	A St. Charles father and his two sons became the first Powerball players to become millionaires at the Match 5 level (by winning \$200,000 and having the Power Play number of five for a total prize of \$1 million).

# Missouri Lottery's Historical Timeline

	<b>July 26</b>	Mike and Susan Palmer of Ste. Genevieve become the first jackpot winners in Missouri to have a second jackpot win in their family when they won \$5.5 million playing Lotto. Susan's father, Ernie Weiler, won \$2.8 million playing Lotto on July 31, 2002.
<b>2007</b>	<b>Jan. 2</b>	The Lottery offers its first Design-A-Ticket contest, where players send in ideas for Scratchers tickets.
	<b>Jan. 16</b>	The Multiplier feature and the Progressive Jackpot are added to Club Keno.
	<b>Jan. 24</b>	The Wilson family of St. Louis win a Powerball jackpot worth \$254 million.
	<b>March 28</b>	The first Missouri Lottery MLB® Scratchers ticket go on sale ("St. Louis Cardinals®" and "Kansas City Royals®".)
	<b>April 25</b>	The Lottery introduces its blog at Molotteryblog.com.
	<b>Aug. 17</b>	Lottery proceeds top \$3 billion with the monthly transfer to public education.
	<b>Nov. 12</b>	The Lottery offers the "Million-Dollar Raffle" with a top prize of \$1 million.
<b>2008</b>	<b>Jan. 26</b>	The Lottery introduces its first \$20 Scratchers game, "4 Million Dollar Cash Bonanza," with the a top prize of \$4 million.
	<b>June 20</b>	The Lottery ends fiscal year 2008 transfers with annual proceeds of \$265,051,179, the highest ever.
	<b>June 30</b>	Fiscal year 2008 ends with \$995,492,888 in sales, the highest ever.
	<b>Sept. 8</b>	SHOW ME 5 Paydown changes to Show Me Cash. Jackpots start at \$50,000 and roll \$5,000 per draw until the prize is won. Show Me Cash only has an evening draw.
	<b>Nov. 17</b>	The Lottery offers "Million-Dollar Raffle" for the second time.
<b>2009</b>	<b>Jan. 4</b>	Powerball makes its fifth design change, including a new minimum jackpot of \$20 million, bigger jackpots, an automatic \$1 million match five prize and better overall odds of 1 in 35.1.
	<b>Feb. 19</b>	Captain Lotto makes his first tweet.
	<b>March 2</b>	Lucky Dough, a monitor game, sales begin.
	<b>June 30</b>	All Pull-Tab games officially end; 180 redemption period starts.
	<b>Oct. 1</b>	Lottery launches the "Tools 4 School" promotion to highlight the A+ Scholarship Program and funding.
	<b>Oct. 7</b>	A multi-state agreement is made to cross-sell Powerball and Mega Millions®.
	<b>Dec. 9</b>	May Scheve Reardon becomes the Missouri Lottery's fifth executive director.
<b>2010</b>	<b>Jan. 31</b>	Mega Millions goes on sale in Missouri.
	<b>April 21</b>	Chris Shaw of Marshall becomes the Lottery's largest jackpot winner to date, when he wins a Powerball jackpot worth \$258.5 million.
	<b>June 7</b>	Keno To Go sales begin.
	<b>July 24</b>	Lucky Dough sales end.
	<b>July 28</b>	Four-minute Club Keno drawings begin.
	<b>Aug. 28</b>	The first Missouri Lottery NFL® tickets go on sale (St. Louis Rams® and Kansas City Chiefs®).
	<b>Sept. 17</b>	Ernest Pullen of Bonne Terre becomes the first Missouri Lottery winner in history to win two prizes of \$1 million or more.

# Missouri Lottery's Historical Timeline

	<b>Nov. 16</b>	Missouri's Mega Millions second-level Megaplier® prize increases to an automatic \$1 million.
<b>2011</b>	<b>Jan. 4</b>	The Mega Millions jackpot reaches \$380 million, the highest ever offered in Missouri. The prize is won by ticket holders in Idaho and Washington.
	<b>Jan. 10</b>	The draw breaks and drawing times changed from 6:59 p.m. to 8:59 p.m. for Pick 3, Pick 4, Show Me Cash and Missouri Lotto.
	<b>Jan. 20</b>	The Lottery celebrates its 25th anniversary.
	<b>March 6</b>	EZ Match is added to Show Me Cash.
	<b>May 16</b>	The Missouri Lottery launches the Retailer Portal website.
	<b>May 16</b>	The Missouri Lottery launches its first mobile app.
	<b>June 17</b>	Lottery proceeds to the state, including public education, top \$4 billion.
	<b>Aug. 28</b>	Double Bulls-Eye is added to Club Keno.
	<b>Oct. 8</b>	The first Missouri Lottery NHL Scratchers ticket goes on sale ("St. Louis Blues®")
	<b>Dec. 19</b>	Roger Hirshey of Carthage becomes the second Missouri Lottery winner in history to win two prizes of \$1 million or more.
<b>2012</b>	<b>Jan. 3</b>	The Lottery launches Blitz, a new distribution process aimed at delivering new Scratchers games as possible.
	<b>Jan. 15</b>	Powerball makes its sixth design change, including a new \$2 price, \$40 million starting jackpot, better overall chances of 1 in 31.85, better jackpot chances of 1 in 175.2 and a match five prize of \$1 million.

# Key Contacts

<b>Media</b>	Gary Gonder, chief operations officer and director of sales, marketing and communications	(573) 526-7426
	Susan Goedde, communications manager	(573) 526-7425
	Holly Koofer-Thompson, responsible gaming coordinator	(573) 526-7467
	Wendy Baker, Web coordinator	(573) 526-7442

<b>Officials</b>	May Scheve Reardon, executive director	(573) 751-4050
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## Missouri Lottery Commissioners

Kevin Roberts, Chair Hillsboro	Gina Hoagland, Ladue	Jacque Land, St. Louis
Stephen Snead, Turners	Pamela Wright, University City	

## Missouri Lottery Headquarters

1823 Southridge Drive	Main number:	(573) 751-4050
P.O. Box 1603	Fax:	(573) 751-5188
Jefferson City, MO 65102-1603	Winning numbers hot line:	(573) 751-1111

## Kansas City Lottery Office

3630 Arrowhead Ave.	Main number:	(816) 795-8811
Independence, MO 64057-1791	Fax:	(816) 795-7672
	Winning numbers hot line:	(816) 795-0203

## Springfield Lottery Office

1506 E. Raynell	Main number:	(417) 888-4227
Springfield, MO 65804-6441	Fax:	(417) 888-4222
	Winning numbers hot line:	(417) 888-4271

## St. Louis Lottery Office

1831 Craig Park Ct.	Main number:	(314) 340-5800
St. Louis, MO 63146-4122	Fax:	(314) 340-5843
	Winning numbers hot line:	(314) 340-5805

*(Maps are located after the index at the back of this publication.)*

## Missouri Lottery Website

Molottery.com

## Problem Gambling Website

888BETSOFF.org

## Problem Gambling Help Line

1-888-BETSOFF (1-888-238-7633)

# Molottery.com, *My Lottery* and Molotteryblog.com

Have you ever wondered what the amount is for the current Missouri Lotto jackpot? Or what were the past winning numbers? Or where the Lottery proceeds go? Or who is winning Missouri Lottery prizes? All of this information and so much more can be found on the Lottery's website at Molottery.com. Take time to browse the site and become a Missouri Lottery expert!



**MO**Lottery.com

## ***My Lottery***

The Missouri Lottery's free player membership program, *My Lottery*, first debuted in September 2003 and has since been adding to its menu of player-favorite features and benefits, including more opportunities to win.



Becoming a *My Lottery* member is easy; just visit Molottery.com, complete the three-step process to create a membership and have free access to services that allow players to:

- Receive a coupon, good for any Missouri Lottery Draw Game, each year on their birthday;
- Sign up to receive the winning numbers through text messaging on their wireless device(s);
- Save time and postage when entering Missouri Lottery promotions throughout the year for select non-winning Scratchers and Draw Game tickets;
- Subscribe to the Missouri Lottery's News & Numbers E-newsletters;
- Choose the amount at which they would like to receive jackpot alerts via e-mail for Lotto, Mega Millions, Powerball and/or Show Me Cash;
- Register their "Favorite Numbers" with their favorite game(s) and receive notification when they are drawn;
- Access a variety of tools to help manage group-play activities with the Lottery Captains Tools; and
- Participate in special *My Lottery* web promotions throughout the year.

One of the priorities of the *My Lottery* program is to provide customer convenience, while providing the utmost security to players when entering promotions through the Lottery's website. To become a member of *My Lottery*, users are asked to enter contact information in order to receive notifications about promotions and special prize-winner information. None of the personal information collected will be sold, traded or otherwise distributed to any third party.

One huge benefit of being a *My Lottery* member is the ability to enter promotions online to save time and postage costs. In addition, players who enter online also have the advantage of viewing their entries at any time prior to the promotion drawing.

## **Are the Chances of Winning a Promotion the Same For Web Entry and Mail Entry?**

Did you know that the chances of winning a Missouri Lottery Scratchers promotion are the same whether you enter through the Web or by mail? The chances of winning do not increase by using one particular



# Molottery.com, *My Lottery* and Molotteryblog.com

method. By using a percentage of each type of entry method to conduct a preliminary drawing, the drawings ensure an equal chance of winning, no matter how the entries are received.

## Here's how a promotion drawing is conducted:

1. A pre-determined percentage of entries are drawn from the Web entries and the mail entries through a preliminary drawing.
2. Once the preliminary drawing is complete, the promotion drawing team creates physical entries for the Web entrants using sample voided Scratchers tickets. Each entry is placed in an individual envelope, similar to the mail entries that are received.
3. Then, all of the entries are combined in the drawing drum, and the winners are physically drawn. For example, let's say the Lottery is holding a Scratchers promotion drawing for five prizes. To make it easy, we'll say there are 300 total entries - 200 web entries and 100 mail entries. Let's say we'll use 10 percent for the percentage in the preliminary drawing. That means 20 entries are drawn from the total web entries and 10 entries are drawn from the total mail entries for 30 total entries in the preliminary drawing. The promotion drawing team will create 20 physical entries (envelopes containing void Scratchers tickets with the Web entrants' names) for each of the Web entries. These are combined with the 10 mailed entries from the mail in the drawing drum. From these entries, the five winners are drawn.

## Molotteryblog.com

The Missouri Lottery launched its blog at Molotteryblog.com in April 2007. Visitors can come to the blog to ask questions about games and promotions, watch videos from the Reel Lottery video series and get updates on Lottery winners and news. The blog is a place for people to interact with the Lottery.

## Other Social Media

You can also "like" the Missouri Lottery on Facebook and follow us on Twitter!





## Phony Promotions, Illegal Schemes and Bogus Emails (SPAM)

Consumers in the United States and other countries lose billions of dollars each year to fraudulent telemarketers, spam e-mailers and misleading advertisements that entice consumers into phony prize promotions, illegal foreign lottery schemes and other lottery-related fraud, according to the Federal Trade Commission (FTC).

Individuals involved in the sale and trafficking of foreign lotteries, unwanted telemarketing calls and – under the federal government CAN-SPAM Act, which took effect Jan. 1, 2004 – unsolicited commercial email, or “spam,” can be prosecuted in the United States. But that doesn’t mean the fraud has stopped. When it comes to fraud, being an informed consumer is the best way to protect yourself.

## Recognizing Legitimate Contacts From The Missouri Lottery

To claim a Missouri Lottery prize, you will NEVER be required to send any money or give personal information by email, the phone or any other means in an effort to collect promised winnings.

There are only two reasons that the Missouri Lottery may require some personal contact information from a player:

1. To complete claim form information in person or by mail in order to process a prize. (This information is never collected over the phone.)
2. To validate a winner’s identity if the winner has entered online and is selected as a prize winner. To enter any Missouri Lottery promotion online via the Lottery’s website, Molottery.com, players are required to create a *My Lottery* account and provide some personal contact information so the winner can be contacted and his or her identity can be validated for prize redemption.

The Missouri Lottery does not sell, trade or otherwise distribute players’ information to a third party. Players will never be asked to submit private information or family data, like your mother’s maiden name.

In a few instances each year, a Lottery representative may contact a grand-prize promotion winner by telephone to tell the winner he or she was drawn as a promotional prize winner and to interview him or her for a story. At that time, however, winners are not required to provide vital information such as Social Security numbers or banking information. The call is always followed up with a letter, and the player will be able to verify that his or her name was drawn by going to the Lottery’s website.

The FTC provides a website, [www.ftc.gov/crossborder](http://www.ftc.gov/crossborder), to help consumers spot, stop and avoid cross-border fraud. It contains information on recent FTC law enforcement actions against cross-border scam artists, as well as FTC coordination with law enforcement agencies in other countries to combat this multi-billion dollar problem.

Missourians who receive unwanted telemarketing calls and unsolicited mail or spam email should contact the Missouri Attorney General’s Consumer Protection Division at 1-800-393-8222 or visit their website at: [www.ago.mo.gov/index.htm](http://www.ago.mo.gov/index.htm). Once there, you can reduce unwanted telemarketing calls made to your home by signing up for the No Call list. You can also learn more about the new federal CAN-SPAM Act and/or file a complaint against email spammers.

# Scams and SPAM

If players have questions about whether they've received a legitimate Missouri Lottery contact, they can call Lottery's Security at (573) 751-4050.

## **Be Alert!** The Missouri Lottery does NOT...

- Require vital information such as Social Security numbers, bank account numbers, mother's maiden name, etc., from winners over the phone.
- Require a winner to provide money upfront to claim a prize.
- Require a time frame of less than two weeks to respond to or act on a ticket-entry promotion prize deadline.
- Enter someone into a promotion for an added bonus, or for any other reason, without their knowledge.

**When in doubt, call the Missouri Lottery at (573) 751-4050.**

# Logos, Photos and Links

## Logos

Missouri Lottery corporate and game logos are registered trademarks and/or service marks. They may only be used with written permission from the Missouri Lottery. Logos are available via electronic transfer (as an email attachment). Art is provided as an Encapsulated Postscript File (EPS). JPG and GIF images of the logos are also available in the Media Center of our website (Molottery.com). Please use the guidelines provided on our website when using any of these materials.

## Photographs

Some photographs are available for reproduction. These are available via electronic transfer (as an email attachment). Photos are provided as high-resolution JPG files.

## To Add the Lottery as a Link to Your Organization's Website:

The Lottery offers businesses and organizations the opportunity to add the Lottery's logos to their websites to serve as a link to any of the following information:

1. The Missouri Lottery's most recent winning numbers and estimated jackpots;
2. A winning numbers search database of past winning numbers for all Draw Games;
3. Lottery winner news, upcoming promotions and event sponsorships;
4. How-to-play information;
5. Unclaimed prizes;
6. Instructions on how to claim a prize or print a claim form;
7. Where Missouri Lottery proceeds go;
8. Frequently asked questions about the Lottery and its games.

Web link logos and the specifications for their use can be found in the "Newsroom" of the Lottery's website, Molottery.com.





***MO*Lottery**

***The Games***

# Game Information

A player must be 18 years or older to purchase a Missouri Lottery ticket.

## Draw Games

• **Powerball** • **Mega Millions** • **Missouri Lotto** • **Club Keno** • **Show Me Cash** • **Pick 4** • **Pick 3** •

All Draw Games include an opportunity for players to select their own lucky numbers or let the computer select the numbers by using Quick Pick. The percentages of Quick Pick sales for online games overall is 70 percent. The percent of sales from Quick Picks by game are\*:

Powerball, 89 percent;  
Mega Millions, 90;  
Lotto, 90 percent;  
Club Keno, 34 percent;  
Show Me Cash, 80 percent;  
Pick 3, 16 percent;  
Pick 4, 13 percent.

*\*The percentages are based on wager counts during a 13-week time period, ending Nov. 5, 2011.*

## Scratchers

The Missouri Lottery has offered players nearly 900 different instant-win games ranging from \$1 to \$20 since the Lottery began in January 1986. These games have paid out prizes ranging from a free ticket to more than \$5 million instantly.

Overall chances vary from game to game due to the variance in prize structures. Generally, Scratchers games have average chances of winning of 1 in 4.27, ranging from 1 in 4.75 in the \$1 games to 1 in 3 in the \$20 games. Overall, approximately 69 percent of the Scratchers game's sales is returned as prizes - ranging from 62 percent in \$1 games to 76 percent in \$20 games.

# Ticket Tips

- **Upon purchase of your ticket, completely fill out the back and sign it.** Remember, in order to claim any Lottery prize, you must have your ticket. Just like dollar bills, Lottery tickets are bearer instruments.
- **Ensure the wager on the ticket is the one you requested before you exchange money for the ticket.** It is your responsibility to ensure that your ticket has the correct information, like the numbers played, dates played, type of play, etc.
- **Always redeem your tickets as soon as you discover a winner.** Draw Game tickets expire 180 days after the draw date. Scratchers games expire 180 days after the official game ending date. For a list of official Scratchers game ending dates and expiration dates, visit [Molottery.com](http://Molottery.com).
- **Keep tickets in a safe place.** From time to time, the Lottery receives tickets from players that have been destroyed by washing machines. Unfortunately, most of these tickets have been too badly damaged for the Lottery to reconstruct.
- **Always allow extra time for any damaged ticket you send to the Lottery for verification.** Damaged tickets will take more time to process.

Powerball is a multi-lottery Draw Game run by the Multi-State Lottery Association (MUSL) in Des Moines, Iowa. There are currently 44 members in Powerball with a combined population of more than 140 million. Members are: Arizona, Arkansas, Colorado, Connecticut, D.C., Delaware, Florida, Georgia, Indiana, Idaho, Illinois, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, U.S. Virgin Islands, Vermont, Virginia, Washington, Wisconsin and West Virginia.



The game changed from the Lotto America game to Powerball on April 19, 1992. Lotto America was also known as Missouri's Megabucks before changing to Powerball. Jackpots begin at the minimum of \$40 million and have reached \$365 million.

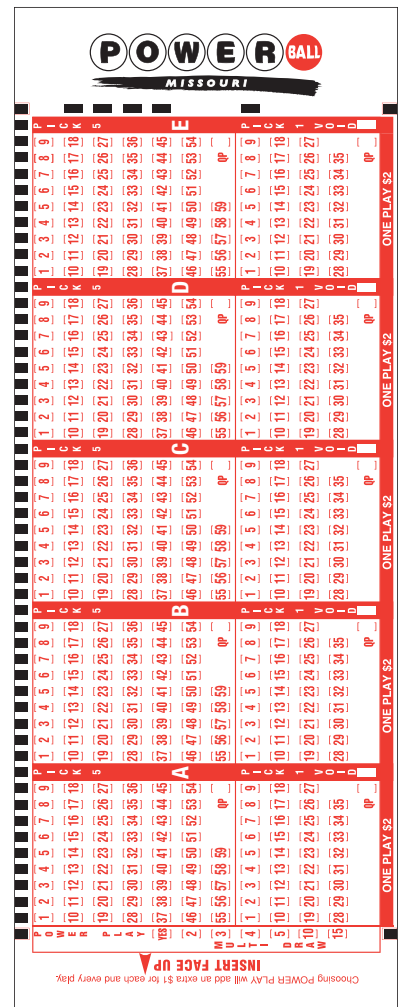
Powerball jackpot winners have 60 days after the drawing to decide if they would like to receive the prize in one payment (cash option) or distributed in 30 graduated payments over 29 years (annuity option).

As of Jan. 15, 2012, each Powerball play costs \$2; with Power Play, \$3. The minimum jackpot is \$40 million. Any non-jackpot play matching the five white-ball numbers wins \$1 million. There are now 35 Powerball numbers from which to choose.

# Power Play

In addition to the chance to win millions in Powerball, the game offers Power Play, which has a fixed prize structure. If you choose the Power Play option and win anywhere from \$4 to \$1 million, your winnings will increase two to four times the original prize amount! Matching five of five white-ball numbers and not the Powerball will automatically award a \$2 million prize!

The Power Play feature costs an additional \$1, so the total cost for one Powerball play with the feature is \$3. Winners who select the Power Play option will be able to win from \$12 to \$2 million depending on the number of balls matched and the Power Play number.





# Powerball®

## How to play:

Pick five numbers between 1 and 59 and one number between 1 and 35 (“the Powerball”), or select Quick Pick and the computer will randomly generate six numbers for you.

## Prize levels and chances:

<b>Match</b>	<b>Chances: 1 in</b>	<b>Prize</b>	<b>Power Play Prize</b>
5 of 5 white-balls & PB	175,223,510	Jackpot	
5 white-balls	5,153,632.65	\$1,000,000	\$2,000,000
4 white-balls & PB	648,975.96	\$10,000	\$40,000
4 white-balls	19,087.53	\$100	\$200
3 white-balls & PB	12,244.83	\$100	\$200
3 white-balls	360.14	\$7	\$14
2 white-balls & PB	706.43	\$7	\$14
1 white-ball & PB	110.81	\$4	\$12
0 white-balls & PB	55.41	\$4	\$12

## Overall chances:

1 in 31.8

## Cost:

One play (combination) for \$2, or \$3 for one play with the Power Play

## Day and time the draw is aired:

9:59 p.m. Wednesday and Saturday

## No ticket sales between:

8:59-10 p.m. Wednesday and Saturday, and 2-5 a.m. every day

## Advanced (multi-draw) play:

15 consecutive draws

## Mo. jackpot winners to date:

26 (second most of any Powerball member lottery, totaling more than \$1.5 billion)

## \$200,000 and Match 5 winners winners through FY11:

188

## Average jackpot won in Mo.:

\$49.7 million

## Average winners per draw:

21,238

## Percent of sales using Quick Pick:

88.44

## Largest jackpot won:

\$365 million on Feb. 18, 2006; ticket sold in Nebraska

## Largest jackpot sold in Mo.:

\$258.5 million on April 21, 2010, claimed by a man from Marshall.

# Mega Millions®

Mega Millions is a multi-lottery Draw Game, similar to Powerball, which offers large multi-million dollar jackpots that start at \$12 million, a large second-level prize and seven other prizes. There are currently 44 members in Mega Millions – 42 state lotteries and the D.C. Lottery. The members are: Arizona, Arkansas, California, Colorado, Connecticut, Delaware, D.C., Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, U.S. Virgin Islands, Virginia, Vermont, West Virginia, Washington and Wisconsin.



Mega Millions jackpot winners have 60 days from the winning draw date to declare if they want to take their payments in cash, which is approximately half of the estimated jackpot, or if they would like to take their prize as an annuity in 26 equal payments over 25 years.

## Megaplier®

Mega Millions offers an optional multiplier feature called the Megaplier. For an extra \$1 per play, players can increase non-jackpot and non-Match 5 prize winnings by two, three or four times the regular amount. Players who use the Megaplier and match five white-ball numbers will automatically win \$1 million.

To play, mark the “Yes” box under Megaplier to select this feature for all playboards on the playslip.

The Megaplier number will be chosen from a field of 21 numbers, according to the following frequency: 12 “4s,” 7 “3s” and two “2s.”

# Mega Millions®

## How to play:

Pick five numbers between 1 and 56 and one number between 1 and 46 ("Mega Ball®"), or select Quick Pick and the computer will randomly generate six numbers for you.

## Prize levels and chances:

Match	Win	Chances: 1 In	<i>Prize Payouts with Megaplier® when Megaplier® number is</i>		
			<b>2</b>	<b>3</b>	<b>4</b>
5 white-balls & Mega Ball®	Jackpot	175,711,536			
5 white-balls	\$250,000	3,904,701	\$1,000,000	\$1,000,000	\$1,000,000
4 white-balls & Mega Ball®	\$10,000	689,065	\$20,000	\$30,000	\$40,000
4 white-balls	\$150	15,313	\$300	\$450	\$600
3 white-balls & Mega Ball®	\$150	13,781	\$300	\$450	\$600
2 white-balls & Mega Ball®	\$10	844	\$20	\$30	\$40
3 white-balls	\$7	306	\$14	\$21	\$28
1 white-ball & Mega Ball®	\$3	141	\$6	\$9	\$12
0 white-balls & Mega Ball®	\$2	75	\$4	\$6	\$8

## Overall chances:

1 in 39.89

## Cost:

One play (combination) for \$1, or \$2 for one play including the Megaplier

## Day and time the draw is aired:

10 p.m. Tuesday and Friday

## No ticket sales between:

8:59-10 p.m. Tuesday and Friday, and 2-5 a.m. every day

## Advanced (multi-draw) play:

15 consecutive draws

## Average winners per draw:

6,585

## Percent of sales using Quick Pick:

90.25

## Largest jackpot won:

\$390 million on March 6, 2007; two tickets sold in Georgia and New Jersey

Missouri Lotto is an in-state Draw Game that offers players a chance to win a life-changing prize. Jackpots start at a minimum of \$1 million and have reached as high as \$19 million.

Lotto winners have 60 days after the drawing to decide if they would like to receive the prize in one payment (cash option) or spread over 25 annual payments (annuity option).



## How to play:

Pick two sets of six numbers between 1 and 44; or select Quick Pick and the computer will randomly generate two sets of six numbers.

## Prize levels and chances:

Match	Win	Chances: 1 In
6 numbers	Jackpot	3,529,526
5 number	Avg. \$715	15,480
4 numbers	Avg. \$29	335
3 numbers	Free ticket	21

## Overall chances of winning:

1 in 20

## Cost:

2 plays (combinations) for \$1

## Day and time of the draw:

After the game closes at 8:59 p.m., Wednesday and Saturday

## No ticket sales between:

8:59-9:15 p.m. Wednesday and Saturday, and 2-5 a.m. every day

## Multi-draw play:

15 consecutive draws

## Average jackpot amount won:

\$3.1 million

## Average winners per draw:

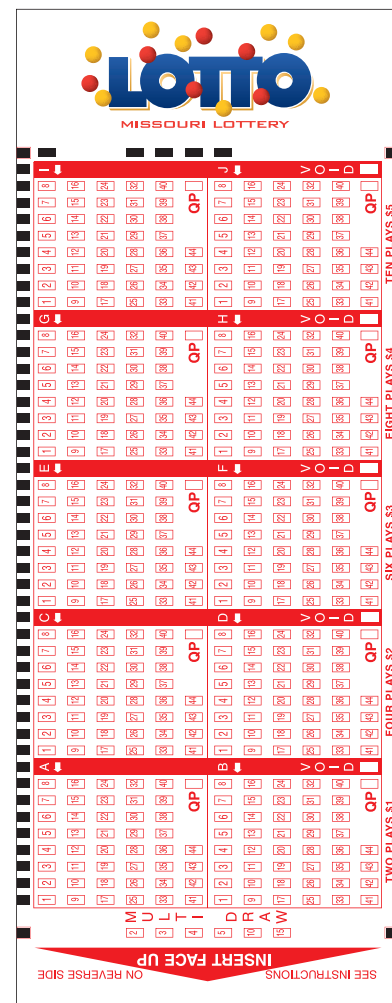
11,821

## Percent of sales using Quick Pick:

90.16

## Total Lotto jackpot winners:

210 (as of March 16, 2012)



# Show Me Cash

Show Me Cash is a daily cash Draw Game that offers players a chance to win a jackpot that starts at \$50,000 and rolls until someone wins it.

For an additional \$1 per Show Me Cash play, players can add EZ Match for a chance to win up to \$500 instantly.

If the EZ Match option is chosen five EZ match numbers will print on the Show Me Cash ticket below the Show Me Cash numbers.

If any of the EZ Match numbers match, the selected Show Me Cash numbers (regardless of order), the player instantly wins the prize amount printed next to the matched EZ Match numbers.



## How to play:

Pick five numbers between 1 and 39, or select Quick Pick, and the computer will randomly generate five numbers for you.

## Prize levels and chances:

Match	Chances: 1 in	Prize
5 of 5 numbers	575,757	Jackpot - minimum of \$50,000
4 of 5 numbers	3,386.8	\$250
3 of 5 numbers	102.6	\$10
2 of 5 numbers	9.6	\$1

## Overall chances of winning:

1 in 8.77

## Cost:

1 play (combination) for \$1; or \$2 for 1 play with EZ Match

## Day and time of the draw:

8:59 p.m. daily

## No ticket sales between:

8:59-9:15 p.m. and 2-5 a.m. daily

## Multi-draw play:

14 consecutive draws

## Top-prize winners (as of March 16, 2012):

190

## Average daily winners:

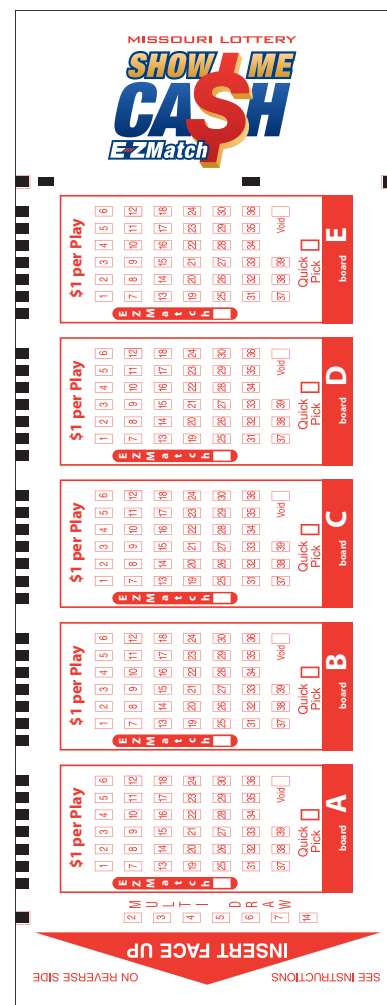
10,826

## Average jackpot amount won:

\$173,409

## Percentage of Quick Pick sales:

79.59



# Pick 3

Pick 3 is a twice-daily cash Draw Game that offers players a chance to win up to \$600.



## How to play:

Pick three numbers between 0 and 9, or select Quick Pick, and the computer will randomly generate three numbers for you.

## Prize levels and chances:

(see next page)

## Cost:

50 cents or \$1

## Day and time of the draw:

After the game closes at 12:45 p.m. and 8:59 p.m. daily

## No ticket sales between:

12:45-12:59 p.m., 8:59-9:15 p.m., and 2-5 a.m. daily

## Multi-draw play:

14 consecutive draws

## Average daily Pick 3 winners:

967

## Percent of Quick Pick sales:

15.83

# Pick 3

## Pick 3 Play Combinations, Payouts and Chances

Type of play	To win, match your 3 #'s in	Example number	You win if any of these combinations are drawn	Payout on a \$1 play	Chances: 1 in
• \$1 Straight	Exact order	529	529	\$600	1,000
• \$1 Box					
6-way (with 3 different digits)	Any order	529	529, 592, 952, 925, 259, 295	\$100	167
3-way (with 2 identical digits)	Any order	599	599, 959, 995	\$200	333
• \$1 Straight /Box (50/50 cents)					
6-way (with 3 different digits)	Exact order <i>or</i> Any order	529	529 <i>or</i> 592, 952, 925, 259, 295	\$350 <i>or</i> \$50	1,000 167
3-way (with 2 identical digits)	Exact order <i>or</i> Any order	599	599 <i>or</i> 959, 995	\$400 <i>or</i> \$100	1,000 333
• \$1 Front Pair (of the first 2 digits only)	Exact order	52X	Any 3-digit number beginning with 52	\$60	100
• \$1 Back Pair (of the last 2 digits only)	Exact order	X29	Any 3-digit number ending with 29	\$60	100
• Combo*					
\$6 6-way (with 3 different digits)	Any order	529	529, 592, 952, 925, 259, 295	\$600	167
\$3 3-way (with 2 identical digits)	Any order	599	599, 959, 995	\$600	333

\* This wager provides the player all possible combinations of the three numbers chosen for an exact-order win.

# Pick 4

Pick 4 is a twice-daily cash Draw Game that offers players a chance to win up to \$6,000.



## How to play:

Pick four numbers between 0 and 9, or select Quick Pick, and the computer will randomly generate four numbers for you.

## Prize levels and chances:

(see next page)

## Cost:

50 cents or \$1

## Day and time of the draw:

After the game closes at 12:45 p.m. and 8:59 p.m. daily

## No ticket sales between:

12:45-12:59 p.m., 8:59-9:15 p.m. and 2-5 a.m. daily

## Multi-draw play:

14 consecutive draws

## Average daily Pick 4 winners:

170

## Percent of Quick Pick sales:

12.43

**Pick 4 MISSOURI LOTTERY**

BOARD A	BOARD B	BOARD C	BOARD D	BOARD E
0 0 0 0	0 0 0 0	0 0 0 0	0 0 0 0	0 0 0 0
1 1 1 1	1 1 1 1	1 1 1 1	1 1 1 1	1 1 1 1
2 2 2 2	2 2 2 2	2 2 2 2	2 2 2 2	2 2 2 2
3 3 3 3	3 3 3 3	3 3 3 3	3 3 3 3	3 3 3 3
4 4 4 4	4 4 4 4	4 4 4 4	4 4 4 4	4 4 4 4
5 5 5 5	5 5 5 5	5 5 5 5	5 5 5 5	5 5 5 5
6 6 6 6	6 6 6 6	6 6 6 6	6 6 6 6	6 6 6 6
7 7 7 7	7 7 7 7	7 7 7 7	7 7 7 7	7 7 7 7
8 8 8 8	8 8 8 8	8 8 8 8	8 8 8 8	8 8 8 8
9 9 9 9	9 9 9 9	9 9 9 9	9 9 9 9	9 9 9 9
STRAIGHT (Exact Order)	STRAIGHT (Exact Order)	STRAIGHT (Exact Order)	STRAIGHT (Exact Order)	STRAIGHT (Exact Order)
BOX (Any Order)	BOX (Any Order)	BOX (Any Order)	BOX (Any Order)	BOX (Any Order)
FRONT THREE	FRONT THREE	FRONT THREE	FRONT THREE	FRONT THREE
BACK THREE	BACK THREE	BACK THREE	BACK THREE	BACK THREE
FRONT PAIR	FRONT PAIR	FRONT PAIR	FRONT PAIR	FRONT PAIR
MIDDLE PAIR	MIDDLE PAIR	MIDDLE PAIR	MIDDLE PAIR	MIDDLE PAIR
BACK PAIR	BACK PAIR	BACK PAIR	BACK PAIR	BACK PAIR
COMBO	COMBO	COMBO	COMBO	COMBO

DATE:  MONTH:  DAY:  YEAR:

TIME:  MIDDAY  EVENING  BOTH

INSERT FACE UP

SEE INSTRUCTIONS ON REVERSE SIDE



# Pick 4

## Pick 4 Play Combinations, Payouts and Chances

Type of play	To win, match your 4 #'s in	You Win If Any Of These Combinations Are Drawn	Chances: 1 in	Payout on a \$1 play
• \$1 Straight	Exact order	1234	1 in 10,000	\$6,000
• \$1 Box	4-way (# has 3 same digits) Any order	3999	1 in 2,500	\$1,500
	6-way (# has 2 pair same digits) Any order	2233	1 in 1,666.67	\$1,000
	12-way (# has 2 same digits) Any order	3822	1 in 833.33	\$500
	24-way (# has 4 different digits) Any order	1234	1 in 416.67	\$250
• \$1 Straight /Box (50/50 cents)	4-way (# has same 3 digits) Exact order or any order	1112	1 in 10,000 <i>or</i> 1 in 2,500	\$3,750 <i>or</i> \$750
	6-way (# has 2 pair same digits) Exact order or any order	5566	1 in 10,000 <i>or</i> 1 in 1,666.67	\$3,500 <i>or</i> \$500
	12-way (# has same 2 digits) Exact order or any order	9772	1 in 10,000 <i>or</i> 1 in 833.33	\$3,250 <i>or</i> \$250
	24-way (# has 4 different digits) Exact order or any order	5678	1 in 10,000 <i>or</i> 1 in 416.67	\$3,125 <i>or</i> \$125
• Front Pair	Exact order (first 2 digits only)	12XX	1 in 100	\$60
• Back Pair	Exact order (last 2 digits only)	XX34	1 in 100	\$60
• Middle Pair	Exact order (middle 2 digits only)	X23X	1 in 100	\$60
• Front 3	Exact order (first 3 digits only)	123X	1 in 1,000	\$600
• Back 3	Exact order (last 3 digits only)	X234	1 in 1,000	\$600
• Combo (\$4 - 24)	This wager provides the player all possible combinations of the 4 #s chosen for an exact order win.		Chances depend on numbers selected.	\$6,000

# Club Keno & Keno To Go

Club Keno is a daily Draw Game that provides drawings every four minutes and gives players a chance to win up to \$100,000 per \$1 ticket. The traditional Club Keno is offered in nearly 1,000 age-controlled environments throughout Missouri. The drawings are shown on television monitors (video only; no audio) at the retail location.

Keno To Go is offered at convenience stores, grocery stores and similar locations.



## Bulls-Eye Feature

The Bulls-Eye feature gives Club Keno players more ways to win prizes: win by matching the Club Keno numbers, win even more by matching the Club Keno numbers and the Bulls-Eye number and win by matching just the Bulls-Eye itself!

To play Club Keno using the Bulls-Eye feature, players make their regular Club Keno play and select “Bulls-Eye.” The total cost of your transaction will be double, meaning the Bulls-Eye wager will always match the amount of your Club Keno wager.

Then watch the drawing; if you match the red Bulls-Eye number and/or other Club Keno numbers, you'll win in some cases more than six times more than without the feature. Club Keno players who use Bulls-Eye could win as little as \$5 for matching just the Bulls-Eye number and as much as \$300,000 by matching all 10 numbers, including the Bulls-Eye number, in a 10-spot \$1 game. (See prize graph on page 23.)

BULLS-EYE BULLS-EYE	
<b>1</b> How many spots (numbers) do you want to play? 1 2 3 4 5 6 7 8 9 10	
<b>2</b> Pick your own numbers or choose the QUICK PICK option. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80	
<b>3</b> How many consecutive draws do you want to play? 1 2 3 4 5 10 20	
<b>4</b> How much do you want to play per draw? \$1 \$2 \$3 \$4 \$5 \$10 \$20 Your total ticket cost will be the number of draws multiplied by the dollar amount played.	
<b>Do you want Bulls-Eye?</b> YES <input type="checkbox"/> ← mark box Play Bulls-Eye for bigger prizes & more ways to win. If you played Bulls-Eye, the total wager amount marked will double.	
INSERT FACE UP ON REVERSE SIDE	

DOUBLE BULLS-EYE DOUBLE BULLS-EYE	
<b>1</b> How many spots (numbers) do you want to play? 1 2 3 4 5 6 7 8 9 10	
<b>2</b> Pick your own numbers or choose the QUICK PICK option. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80	
<b>3</b> How many consecutive draws do you want to play? 1 2 3 4 5 10 20	
<b>4</b> How much do you want to play per draw? \$1 \$2 \$3 \$4 \$5 \$10 \$20 Your total ticket cost will be the number of draws multiplied by the dollar amount played.	
<b>Do you want to play Double Bulls-Eye?</b> YES <input type="checkbox"/> ← mark box Play Double Bulls-Eye for bigger prizes & more ways to win. If you play Double Bulls-Eye, the total wager amount marked will triple.	
INSERT FACE UP ON REVERSE SIDE	

## Double Bulls-Eye® Feature

The Double Bulls-Eye feature gives Club Keno players even more chances to win larger prizes and more chances to win overall.

# Club Keno & Keno To Go

During every Club Keno drawing, 20 winning numbers are drawn. At the end of that drawing, one of those numbers is selected as the Bulls-Eye number. This Bulls-Eye number is colored red. With the addition of Double Bulls-Eye, a second Bulls-Eye number (green) will be drawn after the first (red) Bulls-Eye has been drawn. Players who play Double Bulls-Eye will win cash when they match either the red or green Bulls-Eye number and even more cash when they match both. There are five ways to win cash when Double Bulls-Eye is added to a Club Keno play:

- Match the Club Keno numbers played to either the red or green Bulls-Eye numbers with no other Club Keno numbers matching those drawn.
- Match the Club Keno numbers played to either the red or green Bulls-Eye numbers and additional Club Keno numbers drawn.
- Match the Club Keno numbers played to both the red and green Bulls-Eye numbers (Double Bulls-Eye) with no other Club Keno numbers matching those drawn.
- Match the Club Keno numbers played to both the red and green Bulls-Eye numbers (Double Bulls-Eye) and additional Club Keno numbers matching those drawn.
- Match the Club Keno numbers played to those drawn with no Bulls-Eye number matched.

Club Keno plays with Double Bulls-Eye cost an extra \$2 per \$1 Club Keno play (\$1 Club Keno + \$2 Double Bulls-Eye = \$3 for Double Bulls-Eye).

## Multiplier Feature

For an extra \$1 per \$1 play, the Club Keno Multiplier provides players with the option to multiply their winnings up to 10 times on all Club Keno base prizes. Players can win 1, 2, 3, 4, 5 or 10 times their base prize amount. Prior to each four-minute Club Keno drawing, a wheel will be spun to determine the Multiplier number. Prizes for those who chose Multiplier will be multiplied times that number, and players could win up to \$1 million! Player's can't do Multiplier with either Bulls-Eye option.

## Progressive Jackpot

Club Keno players who play the six-, seven- and eight-spot games have the added bonus of a progressive jackpot. Not only can the player win the usual prize, but he or she could also win a share of a progressive jackpot. If the progressive jackpot is not won in a drawing, it will continue to grow until it is won.

There is no additional cost and nothing to mark on the playslip.

**MULTIPLIER MULTIPLIER MULTIPLIER**

**Club Keno**  
MISSOURI LOTTERY

How many consecutive draws do you want to play? **3**

How much do you want to play per draw? **4**

Do you want to play Multiplier? **5**

YES ☐ mark box

If you play Multiplier, the total wager amount marked will double.

**1** How many spots do you want to play? **▲**

**2** Pick your numbers or select Quick Pick.

If you are playing the 6, 7 or 8 spot, you are automatically playing the Jackpot Bonus for that spot.

See instructions on back.

**Insert game slip this direction.**

**QUICK PICK**

1 2 3 4 5 6 7 8 9 10  
11 12 13 14 15 16 17 18 19 20  
21 22 23 24 25 26 27 28 29 30  
31 32 33 34 35 36 37 38 39 40  
41 42 43 44 45 46 47 48 49 50  
51 52 53 54 55 56 57 58 59 60  
61 62 63 64 65 66 67 68 69 70  
71 72 73 74 75 76 77 78 79 80

# Club Keno & Keno To Go

<b>How to play:</b>	Club Keno and Keno To Go are played exactly the same and offer the same prize structure and game features. Using a Club Keno playslip, select how many spots you want to play between 1 and 10. Then pick numbers (spots) from 1 to 80, or choose Quick Pick. Select the number of consecutive games you wish to play and how much you want to play per draw. Decide if you want to use the Bulls-Eye or Double Bulls-Eye feature. Decide if you want to use the multiplier feature.
<b>Prize levels and chances:</b>	(see page 23)
<b>Cost:</b>	Players can purchase tickets for \$1, \$2, \$3, \$4, \$5, \$10 or \$20.
<b>Day and time the game is aired:</b>	Daily, every four minutes from 5 a.m. to 1:50 a.m.
<b>No ticket sales between:</b>	2-5 a.m. daily
<b>Multi-draw play:</b>	Players can play up to 20 consecutive games on a single ticket.
<b>Average daily Club Keno winners:</b>	19,668
<b>Percent of sales using Quick Pick:</b>	33.88

# Club Keno & Keno To Go

## Prize Payouts

10-SPOT GAME			
Match	Club Keno Prize	Bulls-Eye	Double Bulls-Eye
10	\$100,000	\$300,000	\$1,000,000
9	\$5,000	\$25,000	\$62,500
8	\$300	\$1,300	\$3,250
7	\$45	\$145	\$363
6	\$10	\$35	\$88
5	\$2	\$7	\$18
4	–	\$3	\$8
3	–	\$2	\$5
2	–	\$2	\$5
1	–	\$5	–
0	\$5	–	–
Chances 1 in >>			
\$1 Club Keno, \$1 Bulls-Eye	9.05	8	NA
\$1 Club Keno, \$2 Double Bulls-Eye	9.05	4.51	70.22

9-SPOT GAME			
Match	Club Keno Prize	Bulls-Eye	Double Bulls-Eye
9	\$30,000	\$80,000	\$200,000
8	\$3,000	\$8,000	\$20,000
7	\$125	\$525	\$1,313
6	\$20	\$60	\$150
5	\$5	\$15	\$38
4	\$1	\$6	\$15
3	–	\$2	\$5
2	–	\$2	\$5
1	–	\$5	–
Chances 1 in >>			
\$1 Club Keno, \$1 Bulls-Eye	6.53	8.89	NA
\$1 Club Keno, \$2 Double Bulls-Eye	6.53	4.95	87.78

8-SPOT GAME			
Match	Club Keno Prize	Bulls-Eye	Double Bulls-Eye
8	\$10,000	\$50,000	\$125,000
7	\$550	\$1,800	\$4,500
6	\$75	\$200	\$500
5	\$6	\$26	\$65
4	\$2	\$7	\$18
3	–	\$2	\$5
2	–	\$2	\$5
1	–	\$5	–
Chances 1 in >>			
\$1 Club Keno, \$1 Bulls-Eye	9.77	10	NA
\$1 Club Keno, \$2 Double Bulls-Eye	9.77	5.49	112.86

7-SPOT GAME			
Match	Club Keno Prize	Bulls-Eye	Double Bulls-Eye
7	\$5,000	\$12,500	\$31,250
6	\$100	\$500	\$1,250
5	\$15	\$75	\$188
4	\$2	\$12	\$30
3	\$1	\$4	\$10
2	–	\$2	\$5
1	–	\$5	–
Chances 1 in >>			
\$1 Club Keno, \$1 Bulls-Eye	4.23	11.43	NA
\$1 Club Keno, \$2 Double Bulls-Eye	4.23	6.18	150.48

6-SPOT GAME			
Match	Club Keno Prize	Bulls-Eye	Double Bulls-Eye
6	\$1,000	\$3,500	\$8,750
5	\$55	\$155	\$388
4	\$6	\$31	\$78
3	\$1	\$6	\$15
2	–	\$3	\$8
1	–	\$5	–
Chances 1 in >>			
\$1 Club Keno, \$1 Bulls-Eye	6.19	13.33	NA
\$1 Club Keno, \$2 Double Bulls-Eye	6.19	7.12	210.67

# Club Keno & Keno To Go

## Prize Payouts

5-SPOT GAME			
Match	Club Keno Prize	Bulls-Eye	Double Bulls-Eye
5	\$330	\$930	\$2,325
4	\$20	\$80	\$200
3	\$2	\$12	\$30
2	—	\$4	\$10
1	—	\$5	—
Chances 1 in >>			
\$1 Club Keno, \$1 Bulls-Eye	10.34	16	NA
\$1 Club Keno, \$2 Double Bulls-Eye	10.34	8.43	316

4-SPOT GAME			
Match	Club Keno Prize	Bulls-Eye	Double Bulls-Eye
4	\$60	\$300	\$750
3	\$5	\$25	\$63
2	\$1	\$11	\$28
1	—	\$5	—
Chances 1 in >>			
\$1 Club Keno, \$1 Bulls-Eye	3.86	20	NA
\$1 Club Keno, \$2 Double Bulls-Eye	3.86	10.39	526.67

3-SPOT GAME			
Match	Club Keno Prize	Bulls-Eye	Double Bulls-Eye
3	\$25	\$125	\$313
2	\$2	\$17	\$43
1	—	\$8	—
Chances 1 in >>			
\$1 Club Keno, \$1 Bulls-Eye	6.55	26.67	NA
\$1 Club Keno, \$2 Double Bulls-Eye	6.55	13.68	1,053.33

2-SPOT GAME			
Match	Club Keno Prize	Bulls-Eye	Double Bulls-Eye
2	\$10	\$62	\$155
1	—	\$15	—
Chances 1 in >>			
\$1 Club Keno, \$1 Bulls-Eye	16.63	40	NA
\$1 Club Keno, \$2 Double Bulls-Eye	16.63	20.26	3,160

1-SPOT GAME			
Match	Club Keno Prize	Bulls-Eye	Double Bulls-Eye
1	\$2	\$50	NA
Chances 1 in >>			
\$1 Club Keno, \$1 Bulls-Eye	4	80	NA
\$1 Club Keno, \$2 Double Bulls-Eye	4	40	NA





***MO*Lottery**

***Numbers, Prizes,  
Drawings***



# How to Claim Cash Prizes

## How To Claim Cash Prizes

Missouri Lottery retailers may be able to redeem prizes up to \$600. Players can also redeem prizes through the mail or at any of the Missouri Lottery's four offices. (See page 6 for office addresses.) Addresses and maps for each office also are available on the Lottery's website, Molottery.com. Office maps are also found in the Reference Section in the back of this publication.

If your prize is more than \$600, your winning ticket must be accompanied by a completed claim form and a W-9 form, which are available at Lottery retailers, Lottery offices and on the website at Molottery.com. Winning tickets must have a name, address, telephone number and signature to be redeemed.

<b>Mail winning tickets to:</b>	<b>Missouri Lottery</b>
	Ticket Redemption
	P.O. Box 7777
	Jefferson City, MO 65102-7777

Players have exactly 180 days from a Scratchers game's official end date to claim a prize or exactly 180 days from a Draw Game drawing to claim a prize. Official game end dates can be found at Molottery.com.

## Taxes

The Lottery withholds 4 percent Missouri state taxes on prizes of more than \$600 and an additional 25 percent federal tax for prizes more than \$5,000. Depending on a player's income situation, he or she may owe additional taxes or may receive a refund. The Lottery will mail a W-2G form to winners of \$600 or more in January of the following year.

# How To Find Winning Numbers

## How To Find Winning Numbers

There are many ways players can find both past and recent winning Missouri Lottery numbers:

- Run the ticket through a Check-A-Ticket machine at a Missouri Lottery retail location;
- Ask the retailer for a Winning Numbers Report (retailers have access to numbers up to at least 365 days);
- Check the Lottery's website at [Molottery.com](http://Molottery.com);
- Call a Missouri Lottery hot line in your area (see Page 6 for telephone numbers);
- Become a *My Lottery* member and sign up for free email service at [Molottery.com](http://Molottery.com) to receive the numbers via e-mail each day or on a twice-weekly basis;
- Become a *My Lottery* member and sign up for free text-messaging at [Molottery.com](http://Molottery.com) to receive the winning numbers on your wireless device after each drawing;
- Look in local newspapers, TV and radio stations;
- Call a Missouri Lottery office (see Page 6 for Lottery office telephone numbers);
- Call the Missouri Lottery office in Jefferson City to request a historical list.

# Missouri Lottery Drawings

## Missouri Lottery Drawings

The Lottery's computerized drawing system, which was implemented on July 19, 2004, uses technology to select the numbers for the Draw Games.

The computerized system, named ODDS (Online Daily Draw System), is housed in a secure draw room in Jefferson City. These draw computers are not connected to the Internet or any other network source. The room has no other phone or data lines from which to send or receive information.

The system is operated by a Lottery employee draw manager in the presence of an independent auditor. The draw manager conducts pre-tests for all games to ensure the system is working properly. Only then do the drawings take place. The system is designed to permit only one drawing per game per draw date.

Only designated Missouri Lottery drawing personnel and an independent auditor are allowed in the room during a drawing. Every drawing is monitored by motion-activated video cameras which videotape every action on the draw computer and in the drawing room.

Access to this room is further limited by a keypad that allows only designated draw personnel to enter the room. Furthermore, the PC used to draw the numbers is randomly selected from a field of three before the draw. These PCs also use fingerprint recognition to begin the draw. Consequently, only designated draw personnel will be able to use the drawing PCs. In addition to the motion-activated video cameras in the draw room, all Automated Draw Machines (ADMs) record all of the keystrokes made for each drawing. This room includes large windows on two sides where the public and other Lottery personnel can view the drawings.

There is also a procedure the draw managers use (a seal-like software), which shows that no draws have been conducted since the last draw.

In addition, the Lottery's draw system has undergone numerous independent tests and certifications to guarantee randomness. A statistics professor from the University of Missouri-Columbia and an independent testing lab for gaming regulators certified the Lottery's ODDS software, random-number generator, draw procedures and security of the draw room. In addition to the daily random-number pre-tests conducted by the draw manager and independent auditor, the Lottery's security division also conducts monthly checks on the system to ensure randomness.

Streaming video of the Lottery's Pick 3, Pick 4, Show Me Cash and Lotto drawings can be seen on the Lottery's website – Molottery.com.

<b>Drawing times:</b>	Pick 3	After the game closes at 12:45 p.m. and 8:59 p.m. daily
	Pick 4	After the game closes at 12:45 p.m. and 8:59 p.m. daily
	Show Me Cash	After the game closes at 8:59 p.m. daily
	Missouri Lotto	After the game closes at 8:59 p.m. on Wednesday and Saturday
	Powerball	9:59 p.m. Wednesday and Saturday
	Mega Millions	10 p.m. Tuesday and Friday





***MO*Lottery**

***Winner Information***

# Winner Information and Remaining Prizes

## Winner Information

Think there are never any winners in the Missouri Lottery? Think again! More than 172,093 winners on average win a prize in the Lottery EVERY DAY, totaling more than \$2 million in prizes.

To date, Missouri Lottery players have won more than \$8.2 billion in prizes overall.

In fiscal year 2011, which ran from July 1, 2010, to June 30, 2011, 19 players won life-changing jackpots ranging from \$1 million to \$4.2 million.

Also, in fiscal year 2011, another 35 players won Match 5 prizes ranging from \$200,000 to \$1 million in Powerball, and 50 players won between \$50,000 and \$829,986 playing Show Me Cash.

## See Website for Lists of Remaining Scratchers Prizes

Scratchers players have an easy way to view and compare remaining prize information for Missouri Lottery Scratchers games at Molottery.com. On the main Scratchers page, players can compare the remaining prizes in the top four prize levels of each game, along with the total cash prizes remaining for that game, with all other games that are currently selling in retail locations. For a more detailed comparison of this information, players also can choose to sort the list by game name, number, starting date or ticket price.

Since as many as 30 to 40 games can be selling at one time, Scratchers players can sort the list by ticket price. Once the page reloads, the list will be reorganized with all the games at that price point for easy comparison.

By clicking on the game names in this list, players are directed to a more detailed page about that specific game. Information on this page includes all prize levels listed for that game and corresponding remaining prize information, total cash prizes won and remaining for that game, how-to-play instructions, a graphic of the game ticket and average chances of winning a prize in that specific game. Prize information is updated daily.

## Unclaimed Prizes

Unfortunately, some players don't realize they have won a Missouri Lottery prize – either they threw their ticket away, waited until the redemption deadline lapsed or simply made an error when looking at the ticket. Whatever the reason, approximately 1 percent of the Missouri Lottery's sales will be reflected in unclaimed prizes each year.

Currently, unclaimed prize money is transferred to the Lottery Proceeds Fund to benefit public education. Prior to fiscal year 2001, unclaimed prize money was returned to players as prizes and promotions.

The largest Missouri prize to go unclaimed was a Missouri Lotto prize worth \$1.7 million from the Feb. 20, 1999, drawing. That ticket was sold at Git-N-Go, 2808 S. Campbell, in Springfield. In addition, 41 Powerball prizes of \$100,000 and 6 prizes worth \$200,000 have gone unclaimed since the game began in 1992.

For a list of current prizes above \$50,000 that haven't been claimed, visit Molottery.com.

# Millionaire Winner Information

## Millionaire Winner Information

### Missouri Lottery-made millionaires through March 16, 2012:

334 winning tickets total (one Lotto prize of \$1.7 million went unclaimed)

Jackpots	Game	Total Prizes Awarded
10	Jackpot Wheel Spin	\$31,625,514.00
210	Lotto	\$645,033,766.06
7	Lotto America	\$55,400,000.00 (multi-state game)
3	Megabucks	\$34,782,905 (multi-state game)
26	Powerball won (36 total winners in multi-state games)	\$1,502,254,989.55 (multi-state game) \$1,592,437,894.55
8	Powerball Match 5 \$1,000,000 winners	\$8,000,000.00
3	Powerball Match 5 \$1,000,000 winners (from new Powerball that started 01/15/2012)	\$3,000,000.00
1	Mega Millions Match 5 \$1,000,000 winners	\$1,000,000.00
1	Daily Millions	\$1,000,000.00
2	Million-Dollar Raffle	\$2,000,000.00
3	"Set For Life" instant game	\$3,120,000.00
2	"Lucky For Life" instant game	\$2,080,000.00
1	"Weekly Bonus" instant game	\$1,040,000.00
9	"\$100 Million Cash Spectacular" instant game	\$9,000,000.00
8	"Lifetime Riches" instant game	\$10,250,000.00*
7	"100 Million Dollar Blockbuster" instant game	\$7,000,000.00
13	"4 Million Dollar Cash Bonanza" instant game	\$22,000,000.00 (10 - \$1,000,000; 2 - \$4,000,000)
3	"\$200,000 A Year For Life" instant game	\$12,000,000.00
5	"Mega MONOPOLY™" instant game	\$10,000,000.00
6	"\$5,000,000 Cash Extravaganza"	\$6,000,000.00 (4 - \$1,000,000)
5	"\$200,000 A Year For Life" Game 795	\$8,000,000.00 (2 - \$1,000,000)
1	"\$3,000,000 Taxes Paid" instant game 842	\$3,000,000.00
(63 instant game winners - \$93,490,000.00 total)		
<b>334</b>		<b>\$2,377,587,174.61</b>

\* the annual payment amount times the number of guaranteed years of payments

### Missouri's Top Five Jackpot Winners

#### 1. Chris Shaw

Marshall  
\$258.5 million  
April 21, 2010  
Powerball

#### 4. Bill & Claudia Walkenbach

Hermann  
\$130.6 million (\$73.6 million cash)  
July 9, 2003  
Powerball

#### 2. The Wilson Family

St. Louis  
\$254 million (\$120.5 million cash)  
Jan. 24, 2007  
Powerball

#### 5. Jerry Sue Huellewig

St. Charles  
\$69 million  
Nov. 25, 1995  
Powerball

#### 3. Lucky 13 State Workers

Florissant  
\$224.2 million (\$102.9 million cash)  
April 12, 2006  
Powerball

# Miscellaneous Jackpot Winner Information

## Miscellaneous Jackpot Winner Information

Through March 16, 2012, a total of 334 tickets worth \$1 million or more have been sold in Missouri through both Draw and Scratchers games. Jackpot winners have 60 days after a jackpot is won in Lotto, Mega Millions and Powerball to decide if they would prefer the jackpot in one lump-sum payment or in annual payments. Annual payments for Lotto are made over 25 years, Mega Millions are made in 26 equal payments and annual payments for Powerball are made through 30 graduated payments (29 years).

### First Lottery Millionaire

**Johnnie Magerl** (now deceased)

Kansas City, Kan.

Feb. 13, 1986

\$2,116,504

Jackpot Wheel Spin

### Largest Lottery Prize

**Chris Shaw**

Marshall

April 21, 2010

\$258.5 million

Powerball

### Oldest Missouri Lottery Millionaire When Won

**Omer Williamson** (now deceased)

Fulton

Age 85 years, 187 days old when he won on Jan. 4, 1992

\$3.5 million

Missouri Lotto

### Youngest Missouri Lottery Millionaire When Won

**Justin Glidewell**

Jefferson City

Age 18 when he won in December 2006

\$50,000 a year for life (guaranteed \$1.5 million)

“Lifetime Riches” Scratchers game

### Winner To Go Longest Before Claiming

**Nine Months And 11 Days**

**Gwendolyn Rackley**

Kansas City

Aug. 1, 1998

\$1.3 million (\$650,000 cash)

Missouri Lotto

### Jackpot Shared With Most People

**44 Co-Workers**

**Independence Power & Light department**

May 23, 1998

\$10 million (\$5.4 million cash)

Powerball

### Largest Jackpot Wheel Spin

**\$8.1 Million**

**Jean Winters**

St. Louis

March 12, 1987



# Miscellaneous Jackpot Winner Information

Largest Lotto Jackpot Won	<b>\$19 Million (\$9.5 million cash)</b> <b>Phillip &amp; Margaret McClurg</b> St. Louis June 10, 2000		
Largest Powerball Prize Won In Missouri	<b>\$258.5 Million</b> <b>Chris Shaw</b> Marshall April 21, 2010		
First Lotto Winner	<b>Ronald &amp; Mary Ann Brinker</b> Pacific Oct. 18, 1986 \$1,136,003		
First Powerball Jackpot Won In Missouri	<b>Ruth House</b> St. Ann Dec. 23, 1992 \$5.2 million		
Jackpot Tickets That Expired - 1	<b>\$1.7 Million Lotto</b> For Feb. 20, 1999, drawing Sold at Git-N-Go 2808 S. Campbell in Springfield		
The Typical Missouri Lottery Player:	<ul style="list-style-type: none"><li>• is a white female between the ages of 25 and 54;</li><li>• employed with a household income of \$40,000 or more;</li><li>• is a high school graduate with some additional education;</li></ul>		
Top five jackpots offered in United States (in millions)	1. Mega Millions (Ga. and N.J.)	2 tickets - \$390	March 6, 2007
	2. Mega Millions (Idaho and Wash.)	2 ticket - \$380	Jan. 4, 2011
	3. Powerball (Neb.)	1 ticket - \$365	Feb. 18, 2006
	4. The Big Game* (Ill. and Mich.)	2 tickets - \$363	May 9, 2000
	5. Powerball (Ore.)	1 ticket - \$340	Oct. 19, 2005
Players that won two \$1 million or more Scratchers prizes	<b>Ernest Pullen</b> Bonne Terre \$1 million, June 4, 2010, "100 Million Dollar Blockbuster" \$2 million, Sept. 17, 2010, "Mega MONOPOLY™" <b>Roger Hirshey</b> Carthage \$3 million, Oct. 12, 2011, "3,000,000 Taxes Paid" \$2 million, Dec. 19, 2011, "Mega MONOPOLY™"		



***MO Lottery***

***Retailer Information***

## Retailer Information

There are approximately 5,000 retailers currently licensed to sell Missouri Lottery products across the state. Lottery retailers have earned more than \$861 million in commissions, incentives and bonuses since Lottery sales began in 1986.

## How Retailers Benefit

- Lottery retailers who sell Draw Games and Scratchers tickets earn 5 cents for every \$1 in products they sell;
- Lottery retailers can receive a bonus equal to 2 percent of the total amount of the prize up to \$600 that they redeem if they meet certain game and sales criteria;
- Lottery retailers receive a \$5,000 bonus for selling a winning Lotto jackpot ticket;
- Lottery retailers receive a \$50,000 bonus for selling a winning Powerball jackpot ticket;
- Lottery retailers receive a \$50,000 bonus for selling a winning Mega Millions jackpot ticket;
- Lottery retailers receive a \$1,000 bonus for selling a winning second-tier prize on a Powerball or Mega Millions ticket;
- Lottery retailers receive a \$500 bonus for selling a winning Show Me Cash jackpot ticket;
- Lottery retailers who sell a winning Club Keno ticket of \$10,000 or more receive a selling bonus equal to 1 percent of the prize;
- Lottery retailers can participate in Lottery sales contests that offer cash, trips and merchandise prizes;
- Lottery retailers receive continuous support with in-store visits from sales representatives and weekly or bi-weekly calls.

## How You Can Become A Missouri Lottery Retailer

To become a Missouri Lottery retailer, call the Lottery regional office nearest you (see page 6). You will need to complete paperwork and meet criteria to qualify as a Missouri Lottery retailer. The following criteria must be met:

- Must have a Missouri sales tax license;
- Must not be in business solely to sell Missouri Lottery tickets;
- Must not have any felony convictions or any convictions involving bookmaking, illegal gambling, fraud or misrepresentation;
- Must not be delinquent in the payment of any debt to the state of Missouri;
- Must fill out an application with the Missouri Lottery;
- May be required to be licensed as a probationary retailer in order to sell any Lottery products. If approved by the Lottery, pay a first-year fee of \$50 with a yearly renewal fee currently set at \$45 (see the guidelines for probationary retailers);
- Scratchers and Draw Game retailers must agree to electronic funds transfers (EFTs) for bond fees and ticket invoices.

In most cases, once an application is received by Lottery Retail Operations and no problems are encountered during processing, a retailer can be licensed and ready for ticket orders within seven to 14 working days.

# Retailer Information

Under the Code of State Regulations, Division 40 Missouri Lottery, Chapter 40, Retail Sales Licenses 12 CSR 40-40.090 Eligibility for Licenses, those who meet the following criteria are not eligible to sell Missouri Lottery tickets:

- Has been convicted of a felony;
- Is or has been a professional gambler or gambling promoter;
- Has been convicted of bookmaking or any other form of illegal gambling;
- Has been convicted of a crime involving fraud or misrepresentation;
- Has purchased a federal tax stamp for wagering or gambling activity;
- Has been convicted of or pleaded nolo contendere to any illegal gambling activity;
- Has had a retail license to sell lottery tickets revoked by the commission;
- Is an employee of the commission or a spouse, child, brother, sister or parent of an employee of the commission or a commissioner;
- Is under the age of 21;
- Is a lottery contractor or a lottery vendor or has a direct interest in any lottery contractor or lottery vendor. For purpose of this subsection a direct interest shall mean a 10 percent or greater interest by shares or percentage of partnership in any lottery contractor or vendor; and
- Owes any debt to the state of Missouri. For purposes of this subsection, the state of Missouri shall not include any city or county.

Under the regulation, a person is defined as any natural person, firm, corporation, or other legal entity possessing a Department of Revenue retail sales tax license, as provided by law. For purposes of licensing, “person” refers to the principal owner of a sole proprietorship, principal partner(s) of a partnership, manager of the lottery account within a corporation or a limited liability company, and top two officers of a non-profit organization.

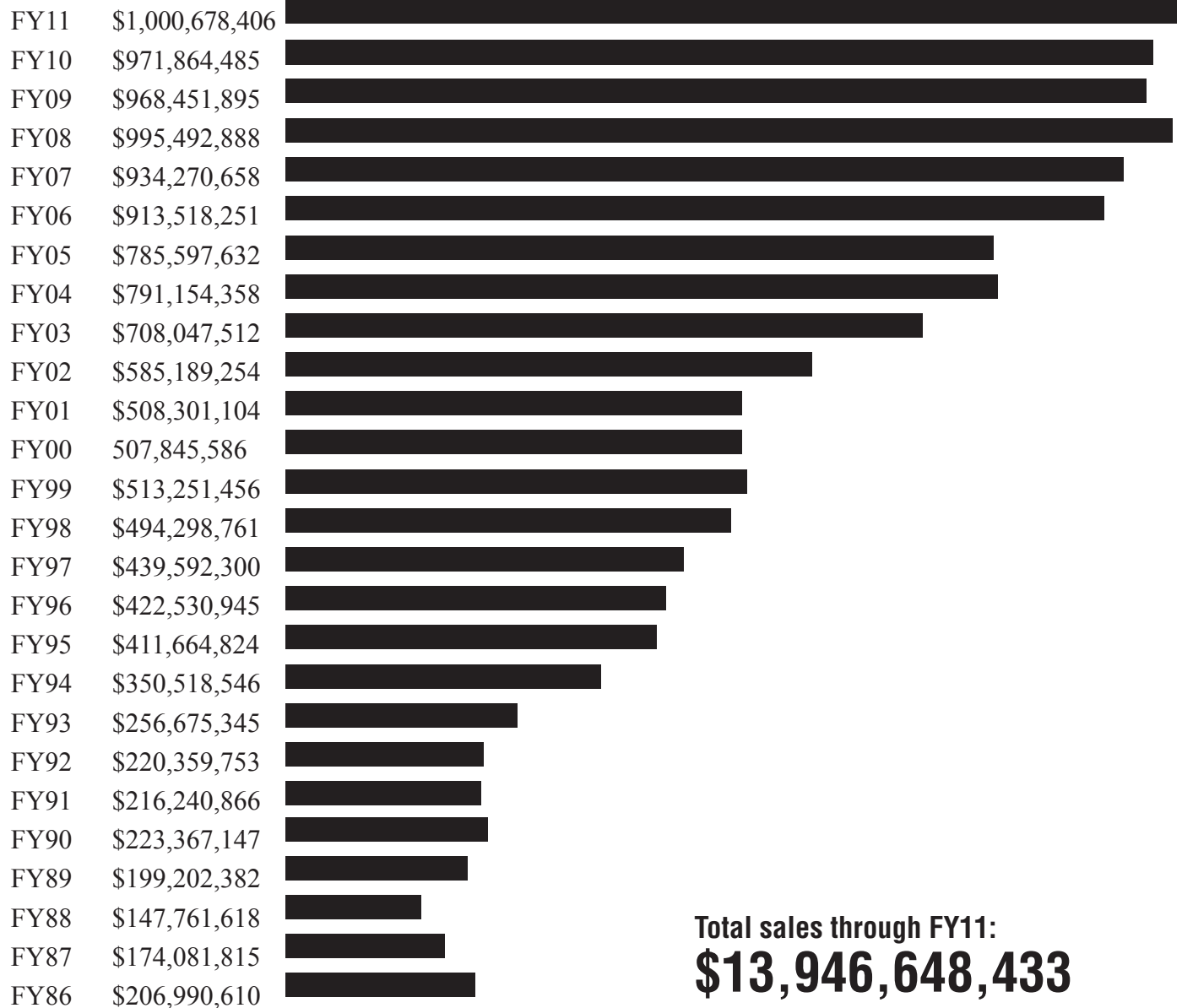


***MO*Lottery**

***Sales & Proceeds***

# Missouri Lottery Sales History

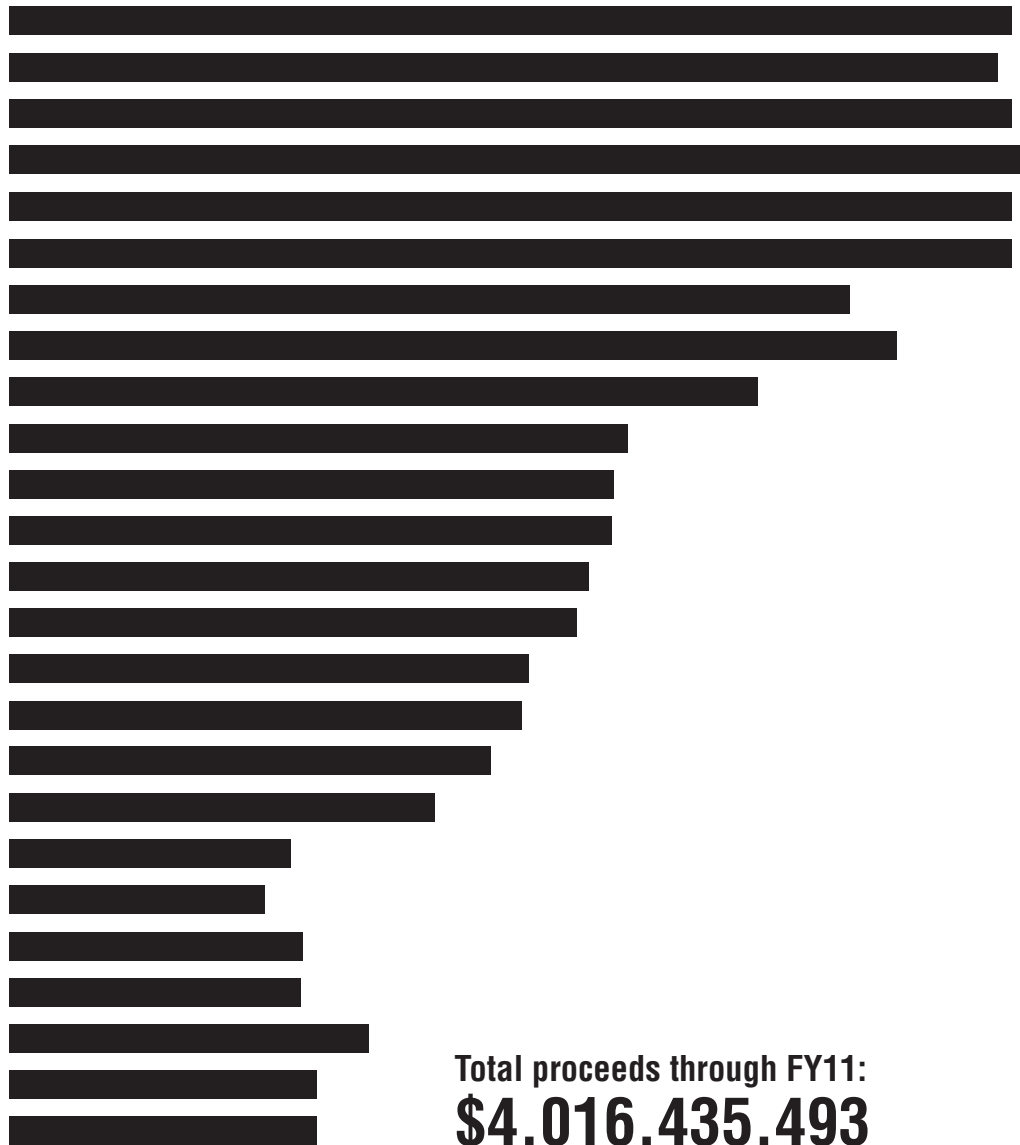
## Missouri Lottery Sales History



# Missouri Lottery Proceeds History

## Missouri Lottery Proceeds History

FY11	\$259,424,365*
FY10	\$255,030,946*
FY09	\$259,006,283*
FY08	\$265,051,179*
FY07	\$259,737,970*
FY06	\$260,300,831*
FY05	\$218,285,010*
FY04	\$230,318,233*
FY03	\$193,940,550*
FY02	\$160,092,441*
FY01	\$156,918,454*
FY00	\$155,819,955*
FY99	\$150,578,471*
FY98	\$147,134,560*
FY97	\$134,201,860*
FY96	\$132,311,303*
FY95	\$125,169,977*
FY94	\$110,573,071*
FY93	\$72,129,289
FY92	\$66,082,246
FY91	\$76,179,083
FY90	\$75,000,000
FY89	\$93,102,306
FY88	\$80,047,009
FY87	\$80,000,100



\*All proceeds to public education. All other years' proceeds went to the General Revenue Fund.

# Historical Sales By Product

<b>FY11</b>	Lotto	\$ 25,214,432
	Pick 3	\$ 64,075,659
	Pick 4	\$ 29,557,118
	Powerball	\$ 83,319,805
	Mega Millions	\$ 34,852,442
	Show Me Cash	\$ 29,503,742
	Club Keno	\$ 65,302,751
	Lucky Dough	\$ 45,678
	EZ Match	\$ 2,490,930
		<b>\$ 334,362,557</b>

<b>FY10</b>	Lotto	\$ 28,751,655
	Pick 3	\$ 68,177,109
	Pick 4	\$ 29,117,094
	Powerball	\$ 112,711,538
	Mega Millions	\$ 12,059,295
	Show Me Cash	\$ 26,711,262
	Club Keno	\$ 55,192,089
	Lucky Dough	\$ 1,081,490
		<b>\$ 333,801,532</b>

<b>FY09</b>	Lotto	\$ 28,116,282
	Pick 3	\$ 67,665,040
	Pick 4	\$ 26,434,016
	Powerball	\$ 120,677,712
	Show Me Cash	\$ 22,168,807
	Club Keno	\$ 57,378,494
	Lucky Dough	\$ 1,256,408
	Raffle	\$ 1,717,410
		<b>\$ 325,414,169</b>

<b>FY08</b>	Lotto	\$ 29,955,387
	Pick 3	\$ 68,680,133
	Pick 4	\$ 25,751,837
	Powerball	\$ 138,393,572
	SHOW ME 5 Paydown	\$ 18,836,176
	Club Keno	\$ 57,753,303
	Million-Dollar Raffle	\$ 2,500,000
		<b>\$ 341,870,408</b>

<b>FY07</b>	Lotto	\$ 33,955,803
	Pick 3	\$ 65,091,442
	Pick 4	\$ 24,015,250
	Powerball	\$ 130,795,800
	SHOW ME 5 Paydown	\$ 19,684,271
	Club Keno	\$ 53,273,105
		<b>\$ 326,815,671</b>

<b>FY06</b>	Lotto	\$ 35,062,426
	Pick 3	\$ 62,274,077
	Pick 4	\$ 22,605,473
	Powerball	\$ 151,772,839
	SHOW ME 5 Paydown	\$ 20,861,442
	Club Keno	\$ 49,948,394
	Dream Draw Raffle	\$ 877,591
		<b>\$ 343,402,242</b>

<b>FY05</b>	Lotto	\$ 30,311,403
	Pick 3	\$ 60,558,754
	Pick 4	\$ 21,338,535
	Powerball	\$ 114,485,380
	SHOW ME 5 Paydown	\$ 23,056,447
	Club Keno	\$ 47,616,083
	Xtra (part.)	\$ 173,848
		<b>\$ 297,540,450</b>

<b>FY04</b>	Lotto	\$ 35,015,934
	Pick 3	\$ 53,946,082
	Pick 4	\$ 18,436,614
	Powerball	\$ 147,232,847
	SHOW ME 5 Paydown	\$ 32,683,662
	Club Keno	\$ 51,531,568
	Xtra	\$ 4,014,945
		<b>\$ 334,515,765</b>

<b>FY03</b>	Lotto	\$ 28,736,839
	Pick 3	\$ 53,569,248
	Pick 4	\$ 16,157,969
	Powerball	\$ 125,324,451
	SHOW ME 5 Paydown	\$ 22,665,639
	Club Keno	\$ 42,570,878
		<b>\$ 289,025,024</b>

<b>FY02</b>	Lotto	\$ 27,030,491
	Pick 3	\$ 51,785,842
	Pick 4	\$ 15,292,249
	Powerball	\$ 121,474,897
	SHOW ME 5 Paydown	\$ 22,714,933
	Club Keno	\$ 3,124,386
		<b>\$ 241,422,798</b>

<b>FY01</b>	Lotto	\$ 28,459,170
	Pick 3	\$ 46,539,183
	Pick 4	\$ 12,864,736
	Powerball	\$ 97,920,328
	SHOW ME 5 Paydown	\$ 23,280,662
		<b>\$ 209,064,079</b>

<b>FY00</b>	Lotto	\$ 35,292,475
	Pick 3	\$ 42,368,038
	Pick 4	\$ 10,549,806
	Powerball	\$ 99,966,448
	SHOW ME 5	\$ 21,923,806
	Triple Play	\$ 2,336,614
		<b>\$ 212,437,187</b>

<b>FY99</b>	Lotto	\$ 24,981,515
	Pick 3	\$ 45,622,562
	Pick 4	\$ 8,759,037
	Powerball	\$ 132,599,484
	SHOW ME 5	\$ 23,537,442
		<b>\$ 235,500,040</b>

<b>FY98</b>	Lotto	\$ 27,875,180
	Pick 3	\$ 49,711,706
	Powerball	\$ 101,082,612
	SHOW ME 5	\$ 23,666,577
	Daily Millions	\$ 5,180,039
		<b>\$ 207,516,114</b>

<b>FY97</b>	Lotto	\$ 31,892,109
	Pick 3	\$ 48,362,345
	Powerball	\$ 76,145,527
	SHOW ME 5	\$ 22,783,598
	Daily Millions	\$ 9,573,752
		<b>\$ 188,757,331</b>

<b>FY96</b>	Lotto	\$ 32,683,662
	Pick 3	\$ 46,609,753
	Powerball	\$ 89,376,918
	SHOW ME 5	\$ 25,534,373
		<b>\$ 194,204,706</b>



# Historical Sales By Product

<b>FY95</b>	Lotto	\$ 33,520,409
	Pick 3	\$ 40,050,873
	Powerball	\$ 106,848,256
	SHOW ME 5/SuperCash	\$ 19,816,513
		<b>\$ 200,236,051</b>
<b>FY94</b>	Lotto	\$ 30,570,254
	Pick 3	\$ 37,635,504
	Powerball	\$ 88,045,819
	SuperCash	\$ 15,015,899
		<b>\$ 171,267,476</b>
<b>FY93</b>	Lotto	\$ 32,462,902
	Pick 3	\$ 33,634,482
	Powerball	\$ 47,405,923
	SuperCash	\$ 17,714,452
		<b>\$ 131,217,759</b>
<b>FY92</b>	Lotto	\$ 43,011,602
	Pick 3	\$ 29,042,335
	Megabucks/Powerball	\$ 31,475,374
	SuperCash	\$ 13,054,364
		<b>\$ 116,583,675</b>

<b>FY91</b>	Lotto	\$ 41,107,439
	Pick 3	\$ 23,897,703
	Megabucks	\$ 34,702,422
		<b>\$ 99,707,564</b>
<b>FY90</b>	Lotto	\$ 49,079,208
	Pick 3	\$ 19,966,018
	Lotto America	\$ 38,007,956
		<b>\$ 107,053,182</b>
<b>FY89</b>	Lotto	\$ 50,236,771
	Pick 3	\$ 16,394,269
	Lotto America	\$ 22,816,977
		<b>\$ 89,448,017</b>
<b>FY88</b>	Lotto	\$ 33,999,335
	Pick 3	\$ 11,398,784
	Lotto America	\$ 6,233,738
		<b>\$ 51,631,857</b>
<b>FY87</b>	Lotto	\$ 27,061,533
	Pick 3	\$ 6,011,408
		<b>\$ 33,072,941</b>

## Scratchers

<b>FY11</b>	\$ 666,315,849
<b>FY10</b>	\$ 638,062,954
<b>FY09</b>	\$ 636,574,616
<b>FY08</b>	\$ 638,533,775
<b>FY07</b>	\$ 590,045,817
<b>FY06</b>	\$ 550,961,109
<b>FY05</b>	\$ 467,326,093
<b>FY04</b>	\$ 434,791,673
<b>FY03</b>	\$ 393,981,254

<b>FY02</b>	\$ 316,397,488
<b>FY01</b>	\$ 272,658,386
<b>FY00</b>	\$ 266,708,105
<b>FY99</b>	\$ 248,510,434
<b>FY98</b>	\$ 257,643,316
<b>FY97</b>	\$ 222,342,990
<b>FY96</b>	\$ 198,735,269
<b>FY95</b>	\$ 183,790,370
<b>FY94</b>	\$ 155,672,822

<b>FY93</b>	\$ 114,692,661
<b>FY92</b>	\$ 97,104,051
<b>FY91</b>	\$ 109,343,213
<b>FY90</b>	\$ 114,533,882
<b>FY89</b>	\$ 109,754,365
<b>FY88</b>	\$ 96,129,761
<b>FY87</b>	\$ 141,008,874
<b>FY86</b>	\$ 206,990,610
	<b>\$ 8,128,609,737</b>

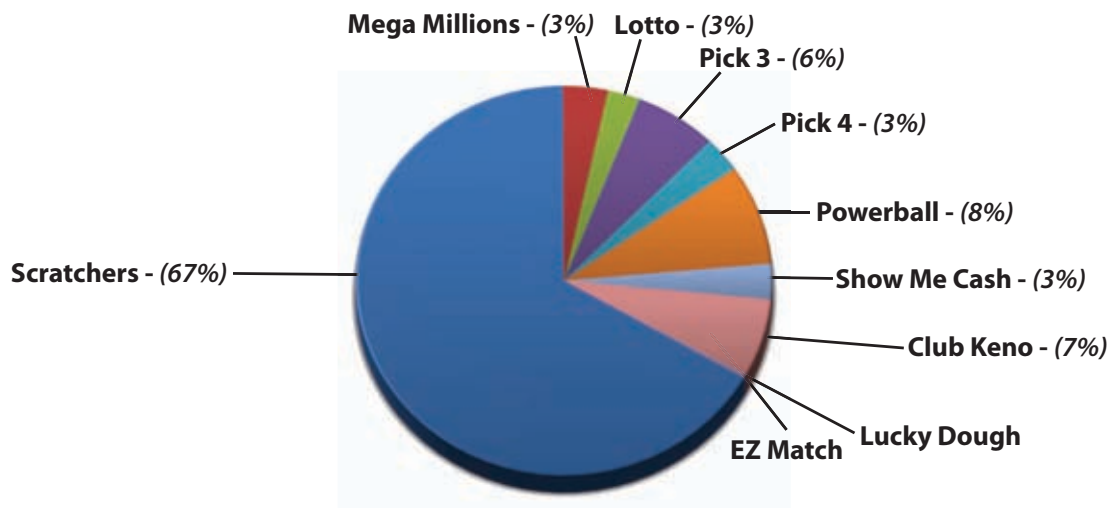
## Pull-Tabs

<b>FY09</b>	\$ 6,463,110
<b>FY08</b>	\$ 15,088,705
<b>FY07</b>	\$ 17,409,170
<b>FY06</b>	\$ 19,154,900
<b>FY05</b>	\$ 20,731,089
<b>FY04</b>	\$ 21,846,920
<b>FY03</b>	\$ 25,041,235

<b>FY02</b>	\$ 27,368,968
<b>FY01</b>	\$ 26,578,639
<b>FY00</b>	\$ 28,700,294
<b>FY99</b>	\$ 29,240,982
<b>FY98</b>	\$ 29,139,331
<b>FY97</b>	\$ 28,491,979
<b>FY96</b>	\$ 29,590,970

<b>FY95</b>	\$ 27,638,403
<b>FY94</b>	\$ 23,578,248
<b>FY93</b>	\$ 10,764,925
<b>FY92</b>	\$ 6,672,027
<b>FY91</b>	\$ 7,190,089
<b>FY90</b>	\$ 1,780,083
	<b>\$ 402,470,067</b>

## FY11 Product Sales Percentage Breakdown



# Where Do Missouri Lottery Proceeds Go?

## Where Do Missouri Lottery Proceeds Go?

When the Missouri Lottery first started, all proceeds were transferred to the General Revenue Fund. From January 1986 to July 1993, the Lottery transferred more than a half-billion dollars to the General Revenue Fund for a variety of state programs and services, including public education.

In August 1992, 78 percent of voters approved Amendment 11 earmarking Lottery proceeds solely to benefit public education. Since July 1993, all Lottery proceeds have gone to the Lottery Proceeds Fund for public education in Missouri – more than \$4 *billion* dollars! For a complete county and program breakdown of where the money goes in any specific fiscal year, write to Missouri Lottery headquarters in Jefferson City or visit our website at [Molottery.com](http://Molottery.com).

During the past fiscal year, the Lottery has provided public education programs in Missouri with more than \$259 million. Though it is a significant amount, it is only approximately 4 percent of public education's annual funding needs. The Lottery shares this funding effort with local, state and federal governments.

During the past 18 years, Missouri Lottery proceeds have gone to programs such as early childhood special education, computer networking, the construction of college and university buildings and educational scholarships. The Missouri Legislature appropriates the revenues to various elementary, secondary and higher education programs each year, and therefore, the programs funded change from year to year. The programs and amounts appropriated by year can be found at [Molottery.com](http://Molottery.com).

Approximately 26.4 cents of every dollar spent on the Lottery benefits Missouri's public elementary, secondary and higher education programs. More than 62.9 cents goes back to players as prizes, 4.5 cents is used for administrative costs and 6.2 cents goes to retailers in the form of commissions, incentives and bonuses. In all, more than 95 cents of every dollar stays in Missouri.

## Division Of Each Dollar Spent On The Missouri Lottery



Prizes  
**62.9¢**



Education  
**26.4¢**



Retailers  
**6.2¢**



Admin. Costs  
**4.5¢**

# FY12 Missouri Lottery Proceeds

## FY12 Missouri Lottery Proceeds

Since 1986, the Missouri Lottery has contributed more than \$4 billion to the state of Missouri and public education. Annual Lottery contributions comprise about 4 percent of the state's funding for public education – an effort shared by local, state and federal governments.

For fiscal year 2012, more than \$273 million from Lottery proceeds have been appropriated to Missouri's public education programs by the Missouri Legislature through House Bills 2 and 3 from the 96th General Assembly. The following is a list of programs that will receive Lottery proceeds.

### **Missouri Department of Elementary and Secondary Education \$165,081,892**

#### **\$119,379,552.2 (3.6 percent of total program funding)**

##### **Foundation Program**

These funds help pay for the Foundation Formula, transportation, early childhood special education services, vocational education and early childhood development.

#### **\$19,590,000 (66.8 percent of total program funding)**

##### **Special Education Excess Costs**

The fund was established to reimburse school districts for the educational costs of serving children with individualized education programs exceeding three times the current expenditure per average daily attendance. This fund will be both disability- and placement-neutral, creating a safety net for school districts that have no way of projecting the extraordinary cost of certain high-need students.

#### **\$11,612,409 (3 percent of total program funding)**

##### **Classroom Trust Fund**

The fund consists of all monies transferred to it under section 160.534, RSMo, all monies otherwise appropriated or donated to it and all unclaimed Lottery prize money. The money deposited into the fund is distributed to each school district in the state qualified to receive state aid on an average daily attendance basis. The funds distributed shall be spent at the discretion of the local school districts.

#### **\$7,768,606 (77 percent of total program funding)**

##### **Public Placement Excess Cost Program**

This program was established to assist school districts in providing education services to students in residential placements through the Missouri Department of Mental Health or the Missouri Division of Family Services. It pays the excess cost incurred by those school districts for educating these students placed outside the school district where their parents reside.

#### **\$4,331,325 (29 percent of total program funding)**

##### **Performance-Based Assessment Program**

This program provides funding for continued development, administration and scoring of the statewide Missouri Assessment Program (MAP). The Lottery funding covers testing costs for the subjects of math and communication arts.

# FY12 Missouri Lottery Proceeds

**\$1,400,000 (2.5 percent of total program funding)**

## **Vocational Rehabilitation Program**

This money will be used by the Division of Vocational Rehabilitation to assist clients who have disabilities to obtain employment by diagnosis, physical restoration, training, placement and other related services.

**\$390,000 (100 percent of total program funding)**

## **Virtual Schools**

These proceeds fund the Missouri Virtual School Instruction Program (MoVIP), which offers instruction in a virtual setting using technology, intranet and/or Internet methods of communication. Any student under the age of 21 in grades K-12 who resides in Missouri is eligible to enroll, regardless of the student's physical location.

**\$300,000 (100 percent of total program funding)**

## **Math and Science Tutoring Program in St. Louis City**

These proceeds will fund a math and science tutoring program within the city of St. Louis. The funds will be granted to St. Louis public schools to fund or contract for a tutoring program.

**\$200,000 (100 percent of total program funding)**

## **Missouri Scholars and Fine Arts Academies**

This is a summer program for academically and artistically gifted and talented students. The academies are open to juniors and seniors from public and private high schools.

**\$100,000 (100 percent of total program funding)**

## **Early-Grade Literacy**

This program provides targeted funding for professional development activities related to the early-grade literacy programs offered at Southeast Missouri State University.

**\$10,000 (100 percent of total program funding)**

## **Character Education Initiatives**

These funds will provide teacher training and resources to schools to emphasize the importance of universal values such as responsibility, respect, trustworthiness, fairness, caring and citizenship.

## **Missouri Department of Higher Education**

**\$107,985,425**

The following Lottery proceeds are used to fund salaries, equipment and library purchases and institution-based student financial aid at each of the public higher education locations.

**\$36,869,596 (9 percent of total state funding)**

**University of Missouri campuses (Columbia, Kansas City, St. Louis and Rolla)**

**\$7,675,409 (9 percent of total state funding)**

**Missouri State University, Springfield**

# FY12 Missouri Lottery Proceeds

**\$4,985,715 (9 percent of total state funding)**  
**University of Central Missouri, Warrensburg**

**\$4,059,895 (9 percent of total state funding)**  
**Southeast Missouri State University, Cape Girardeau**

**\$3,776,109 (9 percent of total state funding)**  
**Truman State University, Kirksville**

**\$2,599,805 (9 percent of total state funding)**  
**Northwest Missouri State University, Maryville**

**\$1,972,820 (9 percent of total state funding)**  
**Missouri Southern State University, Joplin**

**\$1,968,039 (9 percent of total state funding)**  
**Missouri Western State University, St. Joseph**

**\$1,551,205 (9 percent of total state funding)**  
**Lincoln University, Jefferson City**

**\$908,704 (9 percent of total state funding)**  
**Harris-Stowe State University, St. Louis**

**\$420,528 (9 percent of total state funding)**  
**Linn State Technical College, Linn**

**\$21,659,448 (73.6 percent of total program funding)**  
**A+ Schools Program**

Through this program, students who graduate from a designated A+ School may qualify for state-paid assistance to attend any eligible public community college or technical school in the state.

**\$11,916,667 (40 percent of total program funding)**  
**Access Missouri Financial Assistance Fund**

The Access Missouri Financial Assistance Program provides scholarships to students based on financial need and academic achievement.

**\$7,452,485 (5.8 percent of total state funding)**  
**Community Colleges**

These monies will be used for distribution to community colleges as provided in Section 163.191, RSMo.

**\$169,000 (100 percent of total state funding)**  
**Future Minority Teacher Scholarships**

This money will be used to help fund Missouri's scholarship program for minority teacher education students in approved programs at four-year colleges or universities in Missouri.



***MO******Lottery***

***Programs***

# Missouri Lottery Speakers' Bureau

## Missouri Lottery Speakers' Bureau

Want to know more about the Missouri Lottery? You can request a speaker through the Lottery's Speakers' Bureau.

All presentations are free of charge. For more information, call the Lottery's headquarters at (573) 751-4050.



# Missouri AMBER™ Alert

## What is the Missouri AMBER Alert Plan?

In May 2005, Missouri joined the AMBER Alert Web portal, a nationally connected communication system to help ensure the safety and rescue of missing children.



The Missouri AMBER Alert program is a statewide program designed by the Missouri Department of Public Safety to inform the public of the most serious child-abduction cases. The Missouri Lottery partners with other state and private organizations to communicate the Alerts and utilizes its various communication channels to disseminate AMBER alert messages to nearly 5,000 retailers, thousands of Lottery players and millions of people worldwide through its website.

## How does Missouri AMBER Alert work?

Once law enforcement has been notified about an abducted child, they must first determine if the case meets the activating Missouri AMBER Alert criteria:

1. Law enforcement officials have a reasonable belief that an abduction has occurred, which meets the definition in RSMo. 565.110 or 565.115.
2. Law enforcement officials believe that the child is in imminent danger of serious bodily injury or death.
3. Enough descriptive information exists about the victim and the abductor for law enforcement to issue an AMBER Alert.
4. The victim of the abduction is a child age 17 years or younger.
5. The child's name and other critical data elements - including the child abduction (CA) flag - have been entered into the National Crime Information Center (NCIC) system.

If these criteria are met, Alert information must be put together for public distribution. The information can include descriptions and pictures of the missing child, the suspected abductor, a suspected vehicle and any other information available and valuable to identifying the child and suspect.

## The Missouri Lottery's Role

Missouri Lottery retailers and players are in a unique position to help spot missing children. In the event of a Missouri AMBER Alert, the Lottery will send messages through the terminal to retailers. In addition to the online terminal retailer message, the Missouri AMBER Alert message will scroll on the small VFD screen located at the top of the terminal. The message will also be broadcast on all of the Lottery's monitors and Club Keno monitors.

When possible, this message will also appear on all Draw Game tickets. In addition, the Lottery will publicize the message on the Molottery.com website and in the winning numbers email subscription service. The Lottery also provides retailers with special, fill-in-the-blank Missouri AMBER Alert signs that can be downloaded from the Lottery's website, completed and posted.





***MO*Lottery**

***Responsible Gaming***

## Responsible Gaming

With many things in life, there are people who have problems with moderation. Gaming is no exception. Up to 5 percent of gamblers have problems playing responsibly and could be considered “compulsive” or “pathological.”

## Responsible Gaming Mission

“As a gaming entity, the Missouri Lottery recognizes that while the vast majority of Lottery players gamble responsibly, a small number of Lottery players can experience personal, financial and social difficulties due to playing Missouri Lottery games. Therefore, it is the responsibility of the Missouri Lottery to promote responsible gambling, take part in responsible gambling activities and promote the availability of problem gambling treatment.”

## What Is Compulsive Gambling?

Compulsive gambling is a behavior disorder in which an individual has an uncontrollable preoccupation and urge to gamble. This results in excessive gambling, the outcome of which is loss of time and money. The gambling reaches the point at which it compromises, disrupts or destroys the gambler’s personal life, family relationships or vocational pursuits. The key signs are emotional dependence on gambling, loss of control and interference with normal functioning.

## Do You Have A Problem? Compulsive Gamblers:

- Frequently think about past gambling experiences, future plans or how to get money for gambling;
- Need to increase spending to reach a high level of excitement;
- Have failed at stopping or controlling gambling;
- Become restless and/or irritable when trying to cut back or stop gambling;
- Gamble to escape problems and to feel better;
- Frequently return to “get even” after experiencing losses (chasing one’s losses);
- Lie to cover up gambling activity;
- Have committed or planned illegal acts to finance gambling;
- Have problems with job, school or relationships;
- Rely on others to help out financially.

## How To Get Help

The first hurdle to overcoming a compulsive gambling disorder is admitting there is a problem and recognizing that it won’t go away without help. If you think you or someone you know has a problem with gambling, please:

**call 1-888-BETSOFF (1-888-238-7633),  
visit the BETSOFF website at [888BETSOFF.org](http://888BETSOFF.org) or  
email [freehelp@888bestsoff.org](mailto:freehelp@888bestsoff.org).**

When you call the 24-hour toll-free help line, a counselor at the Life Crisis Center in St. Louis will refer you to free treatment facilities in your area.

# Responsible Gaming

## Special Awareness Programs

### Youth

During Missouri's Responsible Gaming Education Week in August 2000, the Missouri Alliance to Curb Problem Gambling kicked off a youth gambling prevention campaign to help educate youth, parents, school counselors and officials and the general public about the dangers of gambling at a young age.

The Alliance's youth gambling prevention campaign includes posters, brochures, speaker presentations, informational mailings to school counselors and attendance at educational conferences throughout the state. With guidance and assistance provided through the Division of Guidance and Placement at the Missouri Department of Elementary and Secondary Education, this campaign was designed to be the initial step in creating a comprehensive awareness program to prevent gambling among youth in Missouri.

In addition, the youth campaign includes two versions of a video entitled "Beat Addiction – Choose the Right Path." The original version, created for students in grades 6-9, is a 12-minute award-winning video that addresses the risk factors of all addictions. The newest version, created for students in grades 6-12, is a 28-minute video with four testimonials of real persons affected by four different addictions, including gambling, alcohol, drugs and an addictive lifestyle. The video package includes a facilitator's guide for class discussion.

To date, the video has been distributed to more than 900 schools in Missouri.

### Seniors

An awareness campaign aimed at older adult problem gamblers was introduced in August 2001 during the third annual Missouri Responsible Gaming Education Week.

The senior awareness campaign was the third campaign initiated by the Alliance. The campaign, which includes posters and brochures, helps educate seniors on the risk factors that could lead to a gambling addiction, problem-gambling symptoms and where to get help – 1-888-BETSOFF (1-888-238-7633).

For information about all of the Alliance's awareness campaigns, please visit [888BETSOFF.org](http://888BETSOFF.org).

# Missouri Alliance To Curb Problem Gambling

## What Is The MACPG?

The Missouri Alliance to Curb Problem Gambling (MACPG) is an alliance between the Missouri Lottery, the Missouri Gaming Association, the Missouri Gaming Commission, the Missouri Department of Mental Health's Division of Alcohol and Drug Abuse, the Missouri Council on Problem Gambling Concerns, the Port Authority of Kansas City and a recovery community representative.



The Missouri Department of Mental Health estimates that 95 percent of the Missouri residents gamble understand risks of participating in games of chance. However, up to 5 percent of the individuals who participate in these gambling activities experience personal, financial and social difficulties due to an obsession with these games.

The purpose of the MACPG is to educate Missourians on the potential characteristics and dangers of problem gambling, to refer compulsive gamblers and their family and friends to free treatment through a toll-free help line, to prevent underage play and to promote responsible gaming.

## What Is The Lottery's Role in the MACPG?

### ***Missouri Lottery - Responsible Gaming Program***

The Missouri Lottery is a founding and primary member of the Missouri Alliance to Curb Problem Gambling. The Lottery also creates and distributes Public Service Announcements (PSAs) for the Alliance. The Lottery is fully responsible for the creation and production of all statewide collateral materials, including campaigns for a general audience, older adults and youth. The Lottery also created and manages the Alliance's website at 888BETSOFF.org, created and produces the *BETSOFF Bulletin* and has paid to run TV and radio ads promoting the toll-free 1-888-BETSOFF help line. The Lottery includes the toll-free help line number on the Lottery's website, all tickets, brochures and publications, and promotes the number on billboards in major cities. Lottery staff members speak at meetings, conferences and training seminars. The Lottery also helped to fund educational speakers, who have included Carol O'Hare, Robert Ladouceur, Joanna Franklin and Dennis McNeilly, for statewide meetings and coordinates events statewide for Missouri's Responsible Gaming Education Month each August. The Lottery was instrumental in helping Missouri to become the first state in the country to set aside a month for education.

The Missouri Lottery has helped to plan and coordinate the Midwest Conference on Problem Gambling and Substance Abuse since 2004 when the conference began.

The Lottery coordinated the creation of a youth addiction prevention program that was presented in schools throughout the state. The Lottery created and produced two versions of a youth addiction prevention video that is being provided to more than 900 schools throughout the state, along with a facilitator's guide.

# Missouri Alliance To Curb Problem Gambling

## Midwest Conference on Problem Gambling and Substance Abuse

The Missouri Lottery plays a leading role in the planning and organization of the Midwest Conference on Problem Gambling and Substance Abuse, an annual three-day multi-state conference. The ninth annual conference will be June 6-8, 2012, in Kansas City.

The conference, which draws speakers and participants from throughout the country, is the result of a joint endeavor by organizations throughout a five-state region – Missouri, Kansas, Iowa, Nebraska and Oklahoma.

The conference offers workshops and presentations on a variety of topics including clinical applications, research, public policy, industry, regulation, recovery and special populations. Conference participants include certified gambling treatment counselors, substance abuse counselors, elected officials, representatives of the gambling industry, researchers, students and individuals in recovery from addictions.



***MO*Lottery**

## ***Frequently Asked Questions***

## Frequently Asked Questions

### **Q. Where can I find past winning numbers?**

- A. Players can get Lottery numbers since 1996 at Missouri Lottery Draw Games retailers, or they can scan their tickets through a “Check-A-Ticket” (CAT) device found at some Missouri Lottery retail locations. A CAT is a player-activated device that indicates whether a ticket is a winner. Players also can find a historical list of the numbers on the Lottery’s website (Molottery.com). Players can request lists via email, and the Lottery will send numbers lists as an email attachment. Players can also receive text messages with the winning numbers. They also can write to the Lottery and send a self-addressed, stamped envelope to receive a list of numbers. A complete list requires 13 45-cent stamps, and a 2011 list requires two 45-cent stamps. Send requests to:

#### **Winning Numbers**

Missouri Lottery  
PO Box 1603  
Jefferson City, MO 65102-1603

### **Q. If I win a big jackpot prize and I die before I receive it all, where does the remaining money go?**

- A. When a winner receiving annuity payments dies, the Missouri Lottery continues to make payments to the winner’s heirs.

### **Q. Do Lottery proceeds really go to schools?**

- A. Yes, about 26.4 cents of every dollar spent on the Missouri Lottery goes to Missouri’s public schools. From the start of the Lottery in January 1986 to June 30, 1993, all Lottery proceeds were directed to the state’s General Revenue Fund, including education. In August 1992, Missouri’s voters elected to have all Lottery proceeds go solely to education. Since July 1, 1993, the Missouri Lottery has contributed more than \$4 *billion* to public education. In fiscal year 2012, the Lottery contributed more than \$259 million to elementary, secondary and higher education. Annual Lottery contributions comprise approximately 4 percent of the state’s funding for public education - an effort shared by local, state and federal governments. The Missouri Legislature appropriates those funds annually to statewide education programs.

### **Q. Who oversees casino gambling?**

- A. Casino gambling is licensed and regulated by the Missouri Gaming Commission, which also oversees bingo games.

### **Q. Why don’t I ever hear about top-prize winners in Scratchers games?**

- A. Winners are highlighted on the Missouri Lottery’s website, in email newsletters, in news releases, the *Winning Times* printed publication, on the Lottery’s social media pages and on signage at retail locations. News releases with the names of the prize winners of \$1,000 or above are sent to media throughout the state. A list of these winners also is available upon request to the Missouri Lottery headquarters in Jefferson City. These same releases can also be found in the “Newsroom” of the Missouri Lottery’s website. Players can use the Google search function on the navigation bar to find a specific winner.

# FAQs

**Q. Are there fewer prizes available in Scratchers games than when the Lottery first started?**

A. Actually, the chances of winning a prize in the Lottery's Scratchers games continue to get better. In the Lottery's early days, by law, games only paid out 45 percent of sales in prizes. Now games pay out an average of more than 62.9 percent of sales in prizes, and an average of approximately 1 in every 4.2 tickets is a winner. Some Scratchers game payouts are as high as 76.93 percent!

**Q. Are more Scratchers winning tickets sent to the bigger cities?**

A. No one, including Missouri Lottery employees, knows where winning Scratchers are located. Strict security measures are in place at all times during the ticket-printing process. The only way to detect a winning ticket is by scratching off the coating that covers the play area.

**Q. Why is the cash value of a jackpot only about half of what is advertised? Where does the rest of the money go?**

A. When a player wins a Missouri Lotto, Mega Millions or Powerball jackpot and he or she selects the Cash Option, that player receives approximately half the advertised jackpot, minus 29 percent in taxes, in cash. The Cash Option entitles the winner to receive all the money the Lottery has in the Lotto, Mega Millions or Powerball jackpot fund generated by sales during that jackpot run. If a winner chooses to have his or her prize distributed over 25 years (Lotto), 26 years (Mega Millions) or 30 graduated payments (Powerball), the Lottery takes that jackpot fund and invests it to accrue the full advertised jackpot amount won.

**Q. Does anyone in Missouri ever win the Powerball jackpot?**

A. Out of the 44 lotteries participating in the Powerball game, Missouri ranks second in terms of jackpot winners and the amount awarded to players through jackpot prizes. With 26 Powerball jackpot winners, Missouri is second only to Indiana. The Missouri Lottery has awarded more than \$1.5 billion in Powerball jackpot prizes.

**Q. Since so many people play Powerball, aren't the chances of winning worse?**

A. No. No matter how many people play Powerball, the chances of winning never change. The same fact holds true for Mega Millions, Pick 3, Pick 4, Show Me Cash, Club Keno and Lotto. The chances are based on the amount of number combinations, not the number of players. Overall chances of winning a prize in Powerball are 1 in 31.8 (effective Jan.15, 2012).

**Q. Does the Missouri Lottery keep most of its profits?**

A. From every dollar spent on a Lottery ticket, more than 95 cents is returned to Missouri residents: an average of 62.9 cents goes back to players through prizes, 26.4 cents goes to Missouri's public education system and 6.2 cents is earned by retailers who sell Lottery tickets. Just 4.5 cents of every dollar goes to pay administrative expenses including advertising, ticket printing and computer system costs.

**Q. Who is the "average" Lottery player?**

A. The Lottery's demographic information shows that the typical lottery player is a married white female between the ages of 25 and 54, who is employed with a household income of \$40,000 or more, and with at least a high school education.



**Q. Is there a danger of Lottery players becoming compulsive gamblers?**

A. Studies show up to 5 percent of those who gamble through all means experience problems. Those who do or their friends and family can contact 1-888-BETSOFF for free assistance, visit [888betsoff.org](http://888betsoff.org) or email [freehelp@888betsoff.org](mailto:freehelp@888betsoff.org).

**Q. Why does it seem like all the jackpot winners come from the big cities?**

A. Missouri Lottery jackpot winners come from all across the state. The number of winners is generally proportionate with the amount of sales. Therefore, in areas where sales are higher, there will also tend to be more winners. Keep in mind, your chances of winning a prize are the same no matter where you buy your tickets.

**Q. Is the Lottery an efficient way to raise money?**

A. Yes. The Missouri Lottery is an efficient source of revenue. More than 95 cents of every dollar is returned to Missourians. Players receive approximately 62.9 cents in prizes, education receives approximately 26.4 cents and retailers receive about 6.2 cents.

**Q. Why don't Lottery proceeds increase education's funding?**

A. The Lottery does not allocate Lottery profits to specific education programs. That is the job of the Legislature and the governor. All Missouri Lottery proceeds are transferred to benefit education programs, and these proceeds are a net increase in revenues for the state.

**Q. Are retailers punished for selling Lottery products to minors?**

A. The Missouri Lottery has procedures in place to suspend the retailer licenses of anyone selling Lottery products to minors. The Lottery places vending machines where they can be monitored by clerks. Additionally, the vending machines have remote shut off capabilities. Messages are also displayed on machines stating you must be 18 or older to play.

**Q. Does the Missouri Lottery offer subscription sales to players?**

A. No. The only way to purchase a Missouri Lottery ticket is from a licensed Lottery retailer in Missouri. Due to federal postal regulations, the Lottery cannot mail tickets if a player sends us money.

**Q. Can a group of people claim a prize?**

A. Yes. Each person must complete a claim form to claim.

**Q. Can Powerball and Mega Millions players redeem their winnings in any Powerball or Mega Millions member state?**

A. No. Players must redeem their prizes in the same state they bought the tickets.

**Q. If a player buys a Quick Pick ticket, can anyone else buy those numbers using Quick Pick?**

A. Yes. Quick Pick tickets are generated randomly by the terminal at the retailer, and there is no central computer that is controlling ticket generation. For example, the chances of buying a Powerball ticket with the same numbers as someone else are the same chances of winning the jackpot – about 1 in 175 million.

# FAQs

**Q. How do you play Keno To Go?**

A. Keno To Go is played exactly the same way as Club Keno, and it offers the same prize structure and game features. It is available at all Missouri Lottery retail locations.

**Q. Where can I watch the Missouri Lottery drawings?**

A. Missouri Lottery drawings can be viewed online by visiting [Molottery.com](http://Molottery.com). To view, one should select “Games” from the homepage and then “Watch the Draw Show” from the drop-down menu.



***MO Lottery***

***Reference***

# Terms and Definitions

<b>annuity option</b>	A method of collecting prizes of \$1 million or more in Lotto, Mega Millions and Powerball. This method entitles the winner to receive the prize money in annual payments that total the advertised jackpot amount. Annuity options for Lotto jackpots are spread over 25 annual payments, Mega Millions are spread over 26 annual payments and annuity options for Powerball jackpots are spread over 30 annual graduated payments.
<b>back pair</b>	A Pick 3 and Pick 4 play option in which players pick the last two digits in exact order. In both games, players win \$60 for a \$1 bet. See also “front pair.”
<b>back 3</b>	A Pick 4 play option in which players pick the last three digits in exact order and win \$600 for a \$1 bet. See also “front 3.”
<b><i>Bets Off Bulletin</i></b>	The bi-annual responsible gaming newsletter that goes out to a list of e-subscribers.
<b>Blitz</b>	The Lottery’s scratchers distribution process aimed at delivering new Scratchers games to qualifying retailers on the same day.
<b>box</b>	A Pick 3 and Pick 4 play option in which players can win if their numbers match in any order.
<b>Bulls-Eye</b>	An optional play feature in Club Keno that allows players to increase their winnings by matching the red Bulls-Eye number drawn.
<b>cash option</b>	A choice available to Lotto, Mega Millions and Powerball winners that allows them to collect their jackpot prize in one lump sum. This amount is the amount on hand to pay that prize from the prize fund. It is approximately half of the advertised jackpot amount, minus taxes. Winners have exactly 60 days from the drawing to select the cash option.
<b>CCU</b>	This stands for “customer care unit,” the section of Lottery’s employees who answer customer emails, letters, telephone calls and write checks to winners.
<b>Check-A-Ticket (CAT)</b>	Check-A-Ticket machines are player-activated devices in retail locations that indicate whether a Draw Game ticket is a winner.
<b>Club Keno</b>	A Draw Game drawn via computer every four minutes between 5 and 1:30 a.m. daily. Players can win up to \$100,000 per \$1 ticket per drawing. To play Club Keno, players choose how many different numbers (also called “spots”) they want to play from 1 to 10. Twenty numbers from a field of 1 to 80 are then chosen in a computerized random Club Keno drawing. Club Keno is available in social environments. See also “Keno To Go.”
<b>Club Keno (Original Retailer)</b>	A retail location that has a social environment, like restaurants, bars, fraternal organizations, bingo halls, bowling alleys and other liquor-by-the-drink establishments, and has seating for at least 15 people. These retailers have a monitor and encourage “play” at their location.
<b>Club Keno (Expansion Retailer)</b>	A retail location that has a social environment, such as a convenience store, grocery store or merchandise store, and has seating for at least 15 people located within an existing business, but does not possess a liquor-by-the-drink license. These retailers have a monitor and encourage “play” at their location.

# Terms and Definitions

<b>Club Keno (Traditional Retailer)</b>	A retail location that does not offer a social environment, such as a convenience store, grocery store or general merchandise store, and does not meet the appropriate seating requirements to be an “original” or “expansion” retailer. These retailers do not have a monitor and do not encourage “play” at their location.
<b>combo</b>	A Pick 3 and Pick 4 play in which players pick numbers for all possible straight combinations.
<b>CSM</b>	This stands for “corporate sales manager.”
<b>Daily Millions</b>	A multi-state Draw Game that started in September 1996 and was discontinued in March 1998.
<b>Double Bulls-Eye®</b>	An optional play feature in Club Keno that allows players to increase their winnings by matching both the red and green Bulls-Eye numbers drawn.
<b>Draw Games</b>	Any Lottery game that requires the terminal to produce a ticket with numbers, like Powerball, Mega Millions, Lotto, Show Me Cash, Pick 4, Pick 3 and Club Keno.
<b>Draw Break</b>	The time terminals are down prior to the draw.
<b>DSM</b>	This stands for “district sales manager.”
<b>EFT</b>	This stands for “electronic funds transfer.”
<b>EZ Match</b>	For an extra \$1 per Show Me Cash play, players can add the EZ Match feature. If any of the five EZ Match numbers drawn match the selected Show Me Cash numbers, the player instantly wins the prize amount next to the matched EZ Match number(s).
<b>fiscal year (FY)</b>	July 1 through June 30. (Example: July 1, 2008, through June 30, 2009, is fiscal year 2009.)
<b>front pair</b>	A Pick 3 and Pick 4 play option in which players pick the first two digits in exact order. In both games, players win \$60 for a \$1 bet. See also “back pair.”
<b>front 3</b>	A Pick 4 play option in which players pick the first three digits in exact order and win \$600 for a \$1 bet. See also “back 3.”
<b>Fun &amp; Fortune Game Show</b>	The Lottery’s game show held in St. Louis. It started on Jan. 20, 1996, and ended on July 9, 2002.
<b>Fun &amp; Fortune Wheel Spin</b>	The Lottery’s wheel spin event held in Jefferson City. It started on July 26, 2002, and ended on Aug. 1, 2003.
<b>Game closed</b>	Tickets for the game can no longer be ordered or distributed. LSRs and ISRs request games without top prizes remaining to be returned to the Missouri Lottery immediately. Games with top prizes remaining will be asked for return in next 30 days.
<b>Game expired</b>	Tickets from the game can no longer be redeemed.
<b>Gemini</b>	A self-service vending machine that dispenses up to 24 different Scratchers games and all Draw Games.
<b>General Revenue Fund</b>	From the start of the Missouri Lottery in January 1986 through June 30, 1993, all of the Missouri Lottery’s proceeds or profits went into Missouri’s General Revenue Fund.

# Terms and Definitions

<b>graduated annuity</b>	If a Powerball jackpot winner chooses an annuitized jackpot, the annual payments will be increased each year by the percentage set in the Powerball game rules (currently 4 percent). An annuitized Powerball jackpot prize is paid out over 29 years (30 payments).
<b>GTECH Corporation</b>	GTECH Corporation has the Lottery's contract for Draw Games (online games).
<b>Headquarters</b>	Term used to refer to the Jefferson City Lottery office.
<b>high-tier prize</b>	Prizes of more than \$600. These prizes must be claimed at a redemption center. See also "redemption center."
<b>instant ticket</b>	Term used to refer to Scratchers games.
<b>instant ticket vending machine (ITVM)</b>	Machine at retail locations through which Scratchers tickets can be purchased.
<b>ISR</b>	This stands for "inside sales representative."
<b>Keno To Go</b>	Keno To Go is played exactly the same way as Club Keno, and it offers the same prize structure and game features. It is available at all retail locations. See also "Club Keno."
<b>Lotto</b>	The Lottery's in-state Draw Game drawn every Wednesday and Saturday night. Players pick six numbers between 1 and 44. Jackpots start at \$1 million and grow until someone wins.
<b>Lotto America</b>	Multi-State Lottery Association game. It ran from Feb. 3, 1988, through Oct. 28, 1990, when it was revamped into Missouri's Megabucks. On April 19, 1992, it was changed to Powerball.
<b>low-tier prizes</b>	Prizes of \$25 or less. These prizes can be paid by any Missouri Lottery retailer.
<b>LSR</b>	This stands for "Lottery sales representative."
<b>Lucky Dough</b>	A tic-tac-toe style Draw Game drawn via computer every five minutes between 5 a.m. and 1:30 a.m. every day. This game ended on July 24, 2010.
<b>Luckytown</b>	The Lottery's previous advertising brand campaign. "Luckytown" is not a real place, but is a state of mind.
<b>Match 5 Bonus Prize</b>	A Powerball bonus paydown feature, which was implemented on Oct. 6, 2002, that activates when a record jackpot is exceeded. When the jackpot is exceeded, the jackpot will only increase by \$25 million and excess sales will be placed in a Bonus Prize Fund. On the night the jackpot is won, that Bonus Prize Fund will be divided equally with those players who match all five white-ball numbers. This ended Jan. 15 2012.
<b>matrix</b>	The range of numbers to pick from in a game. The matrix determines the game's odds.
<b>Mega Millions®</b>	A large multi-state Draw Game consisting of dozens of members. Drawings are held in Atlanta, Ga. Players select five numbers between 1 and 56 and one number - the Mega Ball® - between 1 and 46.

# Terms and Definitions

<b>Megaplier®</b>	An optional feature in Mega Millions that allows players to increase their winnings up to four times, depending on the Megaplier number drawn. If you match five white balls with the Megaplier, you automatically win \$1 million. The Megaplier option costs an additional \$1 per play.
<b>midday draw</b>	Pick 3 and Pick 4 drawing that occurs at 12:45 p.m. each day.
<b>middle pair</b>	A Pick 4 play option in which players pick the second and third digits in exact order and win \$60 for a \$1 bet.
<b>mid-tier prizes</b>	Prizes between \$25.01 and \$600. Prizes are paid at retailer option.
<b>Midwest Conference on Problem Gambling and Substance Abuse</b>	The Midwest Conference on Problem Gambling and Substance Abuse is an annual conference that has been taking place since 2004 in either Kansas City or St. Louis.
<b>Midwest Consortium on Problem Gambling and Substance Abuse (MCPGSA)</b>	The Midwest Consortium on Problem Gambling and Substance Abuse is made up of organizations throughout the five-state region – Iowa, Kansas, Missouri, Nebraska and Oklahoma. MCPGSA is the planning committee for the Midwest Conference on Problem Gambling and Substance Abuse. The Missouri Lottery’s responsible gaming coordinator is on the planning committee.
<b>Missouri AMBER Alert</b>	Missouri AMBER Alert is Missouri’s statewide program to find abducted children. It is based on the AMBER Alert system that was created in 1996 as a result of the kidnapping and murder of a 9-year-old Arlington, Texas, girl names Amber Hagerman. Alert messages are dispersed to Lottery retail locations, on Draw Game tickets, electronic signage and on the Lottery’s website.
<b>Million-Dollar Raffle</b>	A Lottery Draw Game that is a more modern version of the traditional raffle.
<b>Millionaires Reunion</b>	The event is held annually for Missouri Lottery’s biggest winners since 1986.
<b>Missouri Alliance to Curb Problem Gambling (MACPG or Alliance)</b>	The Missouri Alliance to Curb Problem Gambling is a partnership between the Missouri Council on Problem Gambling Concerns Inc., the Missouri Department of Mental Health’s Division of Alcohol and Drug Abuse, the Missouri Gaming Association, the Missouri Gaming Commission, the Missouri Lottery, the Port Authority of Kansas City and a recovery community representative.
<b>Missouri Lotto</b>	The Lottery’s in-state jackpot game.
<b>Missouri’s Megabucks</b>	Missouri’s name for the Lotto America Multi-State Lottery Association game, which ran from Oct. 28, 1990, through April 18, 1992. It was replaced by Powerball.
<b>Multi-State Lottery Association (MUSL)</b>	A multi-state lottery organization that operates Powerball and other lottery games. MUSL is based in Des Moines, Iowa.
<b>Multiplier</b>	An option in Club Keno that allows players to increase their winnings 1, 2, 3, 4, 5 or 10 times, depending on the Multiplier number drawn. The Multiplier costs an additional \$1 per play.
<b>My Lottery</b>	A free source for players to participate in a variety of convenient, online services and unique opportunities to win at Molottery.com.



# Terms and Definitions

<b>North American Association of State &amp; Provincial Lotteries (NASPL)</b>	National lottery trade organization headquartered in Geneva, Ohio. NASPL consists of 52 lottery organizations throughout North America.
<b>online games</b>	The term refers to Draw Games.
<b>pari-mutuel</b>	A prize that is shared equally among all winners in a prize category; all Lotto prizes are pari-mutuel except the free-ticket prize.
<b>Pick 3</b>	The Lottery's Draw Game in which players pick three numbers between 0 and 9.
<b>Pick 4</b>	The Lottery's Draw Game in which players pick four numbers between 0 and 9.
<b>playslip</b>	A small slip of paper in which players mark their number combinations; retailers can use the playslips to enter bets.
<b>play center</b>	Lottery stands located in retail locations to house Lottery playslips, brochures and promotional information.
<b>Powerball®</b>	A large multi-state Draw Game consisting of 44 members run by the Multi-State Lottery Association (MUSL) in Des Moines, Iowa. Players select five numbers between 1 and 59 and one number - the Powerball - between 1 and 35.
<b>Power Play</b>	An optional feature in Powerball that allows players to increase their winnings two to four times the original amount. Players who match five white balls and use the Power Play automatically win \$2 million. Power Play costs an additional \$1 per play.
<b>Progressive Jackpot</b>	An additional prize for Club Keno players who play the six-, seven- and eight-spot games. There is no additional charge for this feature, and the jackpot will be pari-mutuel with all six-, seven- and eight-spot winners in that drawing. If the progressive jackpot is not won in a drawing, it will continue to grow until it is won.
<b>Pull-Tabs</b>	A type of instant game formerly found in age-controlled establishments. Also known as "break-opens" or "pickles." Pull-Tab sales ended June 30, 2009.
<b>Quick Pick</b>	The function on a Lottery terminal that selects number combinations at random for players.
<b>redemption centers</b>	Four Missouri Lottery offices where prizes can be redeemed, located in Jefferson City, Kansas City, Springfield and St. Louis.
<b>responsible gaming</b>	This refers to the Missouri Lottery's responsible gaming program, which includes 888betsoff.org, the Lottery-run website for responsible gaming.
<b>Retailer Connection</b>	The retailer newsletter published every month.
<b>Retailer Portal</b>	The Retailer Portal is a website designed specifically for our retailer partners. Among its benefits, logged-in users have access to personalized information and tools to analyze historical information, sales summaries, profits, comparison charts and retailer ranking. It also allows retailers to view winning amounts sold from their store and weekly settlement statements.
<b>Scratchers®</b>	The registered name of the Missouri Lottery's instant-win products.



# Terms and Definitions

<b>Show Me Cash®</b>	A daily pick-five cash Draw Game that replaced SHOW ME 5 Paydown and started on Sept. 8, 2008. Jackpots start at \$50,000 and roll \$5,000 per draw until won.
<b>SHOW ME 5®</b>	The Missouri Lottery's daily cash Draw Game that started on Nov. 6, 1994, and ended Nov. 5, 2000.
<b>SHOW ME 5 Paydown®</b>	A daily pick-five cash Draw Game that replaced SHOW ME 5 on Nov. 6, 2000, and ended on Sept. 7, 2008.
<b>straight</b>	A way to play Pick 3 and Pick 4. In playing a straight, a player's numbers must match all three or four numbers drawn in exact order drawn to win.
<b>straight/box</b>	A way to play Pick 3 and Pick 4. Straight means you bet your numbers come up in the order they are drawn. Box means you bet your numbers come up in any order.
<b>SuperCash</b>	Missouri Lottery Draw Game from Jan. 20, 1992, until Nov. 5, 1994. Replaced by SHOW ME 5 on Nov. 6, 1994.
<b>terminals</b>	Machines in retail locations that produce Draw Game tickets.
<b><i>Winning Times</i></b>	The Missouri Lottery's players' newsletter published twice a year and mailed to approximately 90,000 subscribers.

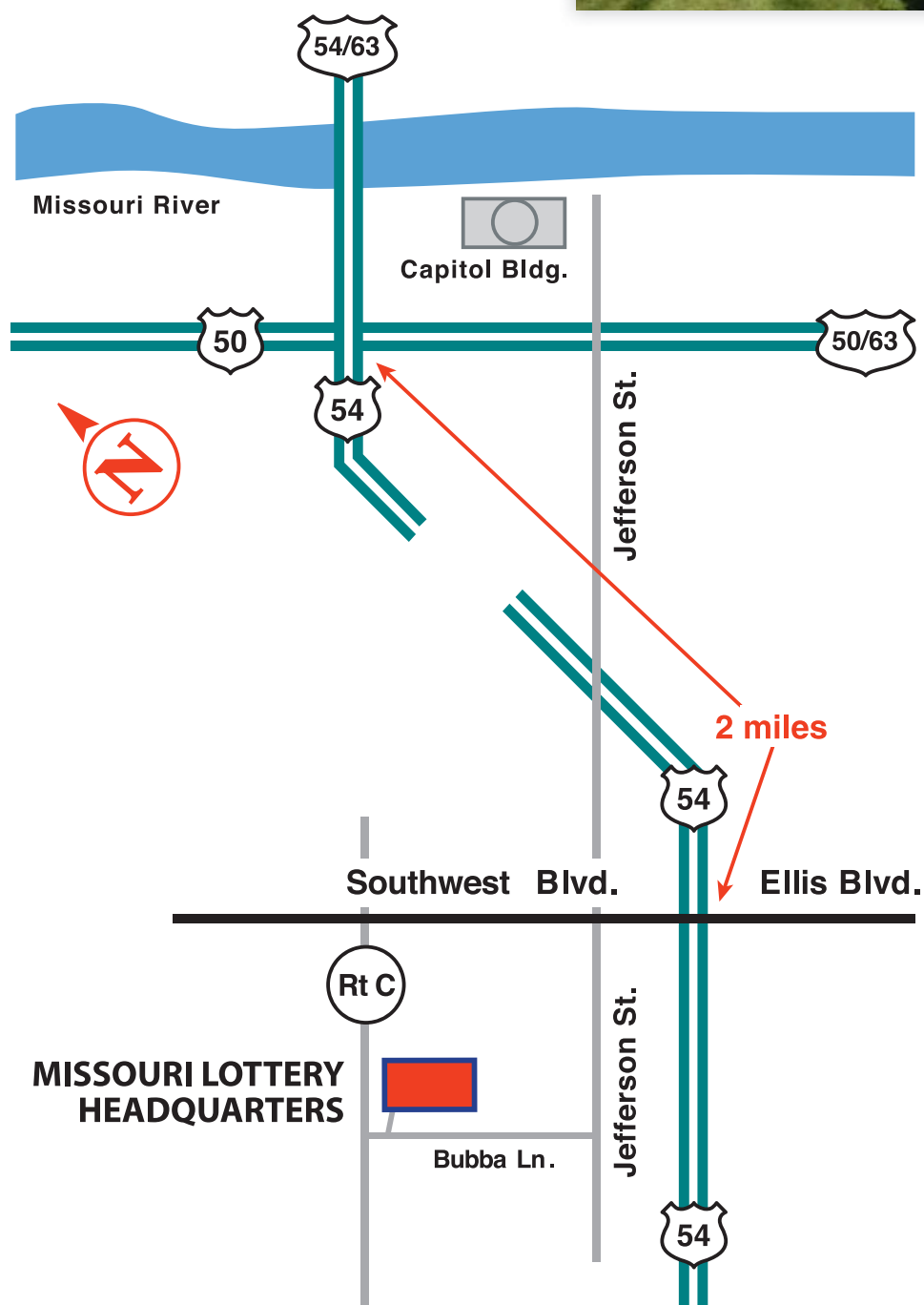


***MO******Lottery***

***Maps***

## Lottery Headquarters - Jefferson City

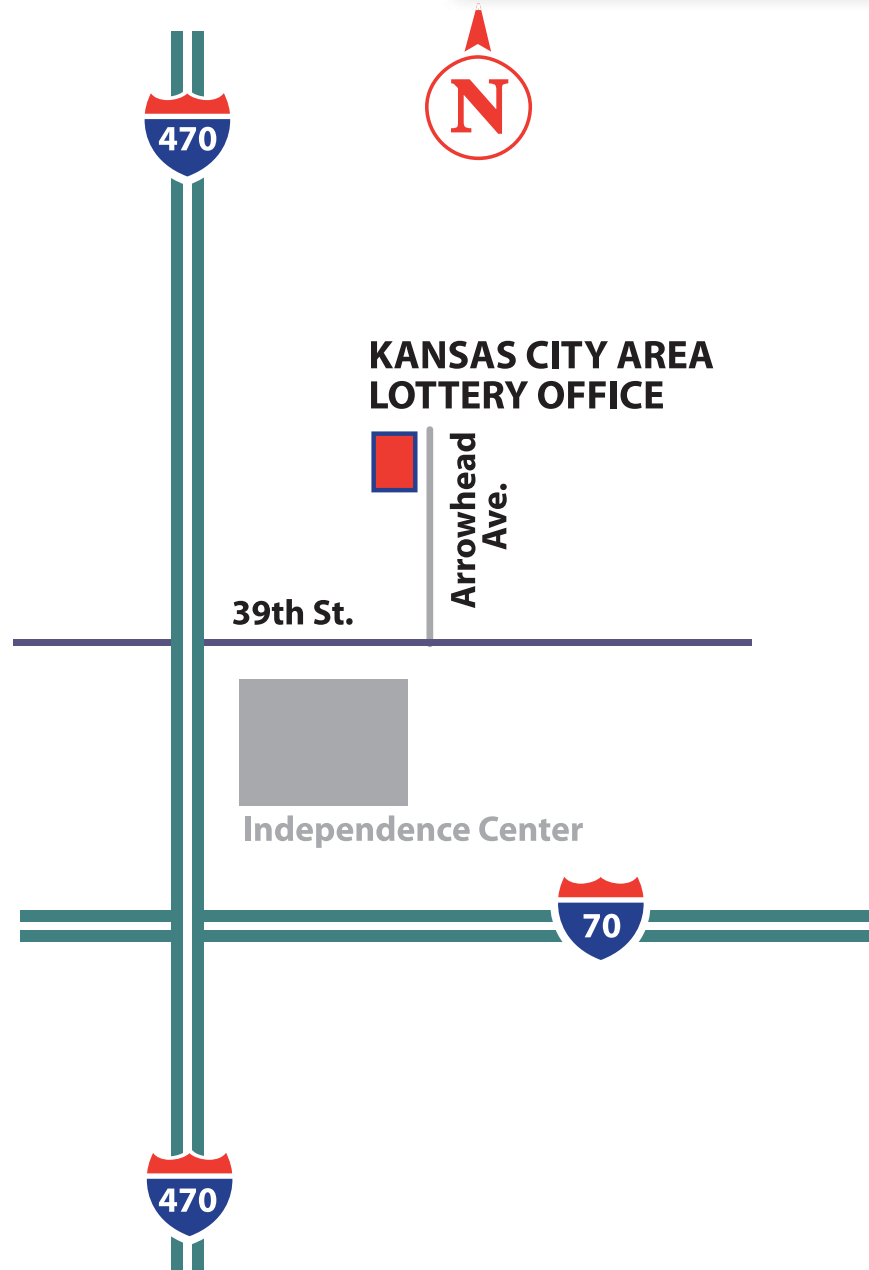
1823 Southridge Dr.  
Jefferson City, MO  
(573) 751-4050



# Maps

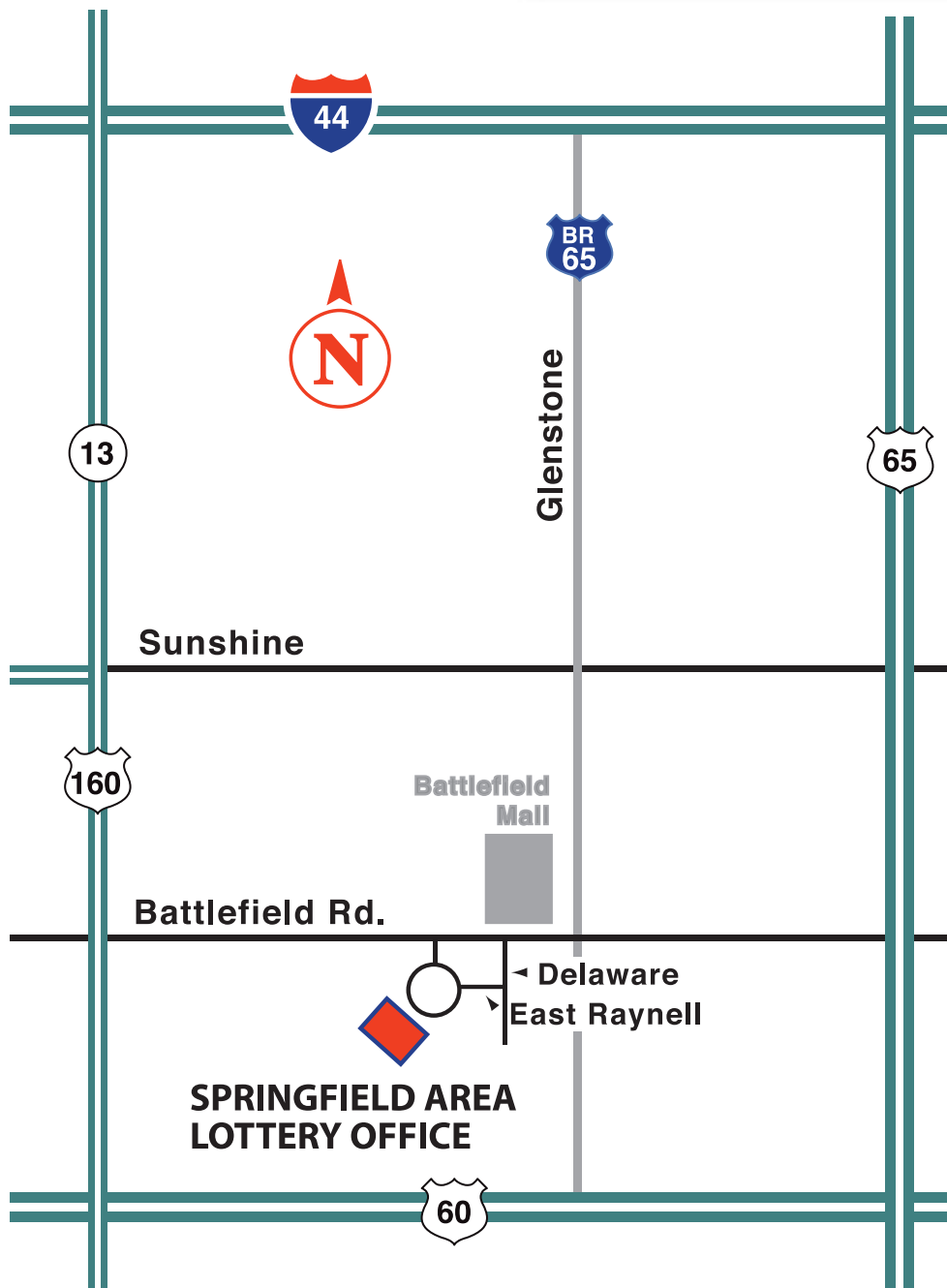
## Kansas City Area Lottery Office

3630 Arrowhead Ave.  
Independence, MO  
(816) 795-8811



## Springfield Area Lottery Office

1506 E. Raynell  
Springfield, MO  
(417) 888-4227



# Maps

## St. Louis Area Lottery Office

1831 Craig Park Ct.  
St. Louis, MO  
(314) 340-5800

